INDEX

A

ABC — H. Smith — 0546 61
ABBOTT, Richard L. — 0005 7
A.B. Dick Co. — Vernon Anderson — 0204 18
ABBENE, Mike — 0485 57
Abbey Press — C. Watts — 0558 62
ABELSON, Roger — 0093 22
ABRAMS, Elliot — 0491 57
ABRAMS, George J. — 0240 40
Abel Bookseller Inc. — Rollin Dudley — 0336 ... 32
Accredited Mailing Lists — A. Brodsky — 0480 ... 56
Accredited Mailing Lists — A. Brodsky — 0637 ... 69
Accredited Mailing Lists — J. Lowinstein — 0554 .. 58
Accredited Mailing Lists, Inc. — A. Brodsky — 0327 . 30
ACKERMAN, Bruce — 0452 54
A.D. Little Co. — J. Thompson — 0444 52
Adm. Meldrm & Andersn — A. Edmunds — 0499 .. 59
Adams Of Chicago — John Shapin — 0202 18
Addressors, Inc. — Kenneth Vainisi — 0195 18
ADLER, James D. — 0128 9

ADVERTISING

ADVER-CASSETTE on ADVER-CASSETTES — 0046 . 41
Adv. and Marketing Communications — 0709 78
Adv. — Now Mark. Comm. — 0497 59
Advertising Theory — 0120 ..... rear cover
Better Advertising Management — 0498 59
Client Agency Relations — 0720 79
Concep. & Exec. of Ass. Promo. — 0554 58
Consumer Attitudes Survey — 0140 .... rear cover
Creative Strategy — 0715 78
Develop. Adv. & Marktng Comm. Plans — 0710 . 78
DR for Furniture Catalog — 0616 72
Distributor Advertising — 0284 27
Effectiveness of Advertising — 0719 79
Eva-Tone Sound sheets — 0564 55
Family Circle Magazine — 0565 55
Fashion Advertising — 0506 59
Franklin Mint — 0563 55
Fox River Paper Company — 0560 63
General Electric Co. — 0569 55
Get Active In Politics — 0061 14
Getting Info. From Space Salesmen — 0712 ... 78
How Much to Invest in Adv.: The Budget — 0713 . 78
How to avoid Waste in Retail ads — 0075 36
Inquiries: Handling Leads — 0718 79
KCET — Channel 28 — 0570 55
Making P.R. Work in D.M. — 0551 58
Marketing Communications and Budget — 0711 . 78
Merch. Markt. Comm. Program — 0723 79
New Face Of Mail Order Space Advertising — 0173 .. 11
100 years of Self Promotion — 0488 57
Pres. for Sales: No Intrus. on Right — 0494 ... 58
Project. Organ. Necess. for Im. Role — 0555 .. 58
PR: Where and How — 0721 79
Sales Promo.: Liter. "Collateral" — 0722 79
Spotlight on P.R. — 0619 68
The Marketing Plan — 0709 78
Time-Life Books — 0568 55
Too Much MO Alike — 0047 14
U.S. Army Recruiting — 0567 55
U.S. News & World Report — 0561 63
Using National Advertising-Locally — 0288 27
Volkswagen Insurance Co. — 0566 55
Yellow Pages Advertising Pays Off — 0286 27
Xerox Corporation — 0562 55

ADVERTISING AGENCY

Chicago Ad Agency Sells Record — 0312 44
DR Ad Agency Can Cut Space Costs — 0090 ... 18
House Advertising Agency — 0236 40
Advertising Consultant — P.K. Thomajan — 0026 .. 13
Aetna Life Ins. — R. Roth — 0533&4 61
Affiliated Hospitals — W. Washburn — 0607 67
AGNELLI, Bernard — 0146 ..... inside rear cover
Ahrend Assoc. — H. Ahrend — 0430 51
Ahrend Assoc. — H. Ahrend — 0431 51
AHREND, Herbert — 0430 51
AHREND, Herbert — 0431 51
AIKEN, Charles — 0751 82
Air Force Association — R. Max Keeney — 0119 ... 23
Alan Drey Co. — Richard Palmer — 0197 18
Alan Drey — B. Stewart — 0395 47
ALBERT, Robert J. — 0478 56
Alcoa Foundation — A. Doty — 0646 71
Aldens — T. Slover — 0520&1 60
ALIANO, Len — 0458 55
ALBERT, Robert — 0218 21
Albert Frank Buenther Law — T. Petrovato — 0083 . 23
Alden's Inc. — Dick Patton — 0202 18
Alden's — Richard J. Patton — 0230 40
ALEXANDER, Arthur — 0105 37
Alexander Hamilton — Al Goodloe — 0155 24
Alina Corp. — Richard Van Harken — 0281 27
ALLEN, Fred — 0001 20
ALLEN, Stephen L. — 0100 37
Allied Stores Corp. — Alfred Eisenpreis — 0002 .. 7
ALTMAN, David — 0139 ..... inside rear cover
Altman, Vos & Reichberg — D. Reichberg — 0198 . 18
Altman, Vos & Reichberg — D. Altman — 0139 . cover
Altman, Vos & Reichberg — F.Vos — 0014 . front cover
Altman, Vos & Reichberg — Frank Vos — 0014 ... 12
Altman, Vos & Reichberg — Frank Vos — 0196 ... 18
Ambassador Leather Goods — M. Hall — 0401 .. 48
Ambassador Leather — M. Hall — 0477 56
Ambassador Leather — M. Hall — 0626 68
Ambassador Leather Goods — M. Hall — 0035 ... 13
Ambassador Leather Goods — M. Hall — 0016 ... 19
Ambassador Mail — B. Patafio — 0491 57
Am. Acd. of Family M.D. — Dr. Rowland — 0441 .. 52
AAAA — V. Bloede — 0494 53
Am. Assn. of Fund Council — J. Schwartz — 0591 . 66
American Automobile Assn. — G. Hobbs — 0416 .. 50
Amer. Bible Soc. — J. Erickson — 0733 80
Am. Chemical Soc. — R. Kenyon — 0555 68
American Express — T. Cherekos — 0543 66
Amer. Found. for Blind — M. Toller — 0638 69
Am. Fund Raising Assn. — J. Schwartz — 0652 .. 71
Am. Fund Raising Ser. — J. Bohlen — 0638 69
Am. Hospital Assoc. — J. McMahon — 0585 66
American Holiday Assn. — L. Rogers — 0424 51
Am. Interstate — R. Burke — 0631 69
Am. Locker — W. Creighton — 0522&3 61
American T. & T. — W. Whiting — 0524&5 61
American Edu. Pub. — P. Passavant — 0085 36
American FR Serv. Inc. — F.S. Andrews — 0116 .. 19
American Products — Richard Jacobsohn — 0197 . 18
ASCAP — Herman Finkelstein — 0131 9
Americana Interstate — J. Saracco — 0202 18
Americana Interstate — R. Burke — 0195 18
AMI Industries — Malcolm Singer — 0029 22
Amsterdam Co. — Fred Slater — 0012 12
Amterre — Richard Gring — 0234 40
ANDERSON, David — 0101 37
ANDERSON, Jack C. — 0056 15
ANDERSON, James C. — 0440 52
ANDERSON, Lee, 0624 68
ANDERSON, Vernon — 0204 18
ANDRE, Keith — 0247 33
ANDREWS, Francis S. — 0116 19
ANGERMAN, Virgil — 0467 55
ANGERMAN, Virgil D. — 0629 68
Appalachian Project — W. Beiting — 0465 55
ARM Distributors — Al Burk — 0378 43
ARMSTRONG, Kent — 0626 68
Art Institute — Theodore A. Chipps — 0203 18
Arthritis Foundation — Edgar T. Britton — 0203 ... 18
ASCAP — H. Finkelstein — 0361 44
ASHCROFT, Ray — 0353 38
ASLESON, Robert — 0126 9
Aspen Systems Corp. — Lawrence Berul — 0126 .. 9
Ass. Rep. L. Van Deerlin — S. Smith — 0168 1
Associate Investment — Robert Depauw — 0197 .. 18
Association of Exec. — V. Lockhardt — 0550 58
Assoc. of Lithographers — J. Weiss — 0486 57
Assn. of U.S. College — F. Ness — 0641 71
Assoc. of U.S. Univ. — H. Longnecker — 0641 71
ASTARA — R. Chaney — 0415 50
ATCMU — Keith Halliday — 0418 50
ATKINS, Jim — 0046 41
Attainment Int. — B. Richards — 0547 61
Attorney — J. Hoyt — 0463 55
Attorney — Oren Art — 0593 67
Audience Mktg., Inc. — E. Brutman — 0042 36
Audience Marketing — Fred Vanacore — 0028 22
AUERBACHER, Adolph — 0022 12
AUERBACHER, Adolph — 0022 ... behind front cover
Auerbach Pub — Dr. I.E. Block — 0125 9
Aultman Hosp. — P. Ireland — 0590 66
Aultman Hosp. — P. Ireland — 0602 67
Author — R. Tollman — 0506 59
Avco Broadcasting Corp. — R. E. Reed — 0008 ... 7
AVERY, Walter C. — 0591 66
Avon Products — J. Shannon — 0520&1 60
AVRICK, David — 0198 18
AYAM, Roger — 0481 53
Ayer & Son — W. Fish — 0567 64
Ayer Direct — Walt Fish — 0141 ... inside rear cover

B

BAERTSCHI, Fritz — 0171 11
BAIER, Martin — 0420 50
BAIER, Martin — 0477 56
BAILAR, Benjamin — 0545 61
BAILEY, Lloyd C. — 0702 77
BAKER, Ed — 0352 38
BAKER, Major Dale — 0443 52
BAKER, Victor — 0620 68
BALITSOS, James — 0016 22
BALITSOS, Jim — 0016 ..... behind front cover
BALITSOS, James — 0056 15
BALLOU, Hubbard — 0130 9
Bankers Life & Casualty — B. Johnson — 0201 ... 18
Bankers Life & Caul. — W. Hurley — 0725 79
Bank of N.Y. — W. Hoeflinger — 0540 61
BARNES, Jack — 0018 ..... behind front cover
Barnett Bros. — Murray Kassler — 0383 43
BARNETT, Bruce — 0633 69
BARNUM, Dr. H.J., Jr. — 0441 52
BARRINGER, Paul — 0362 45
BARTLETT, Reed E. — 0111 19
BARTNER, Robert — 0748 81
BARTON, Richard — 0168 1
BARTON, Richard — 0451 54
Bass Master Mag. — H. Siever — 0553 58
B B D & O — John Caples — 0139 ... inside rear cover
B B D & O — Malcolm F. Dunn — 0111 19
B B D & O — Malcolm Dunne — 0276 36
B B D & O — Tom Murray — 0079 23
B B D & O — P. Stagg — 0633 69
Beacon DR — B. Kumble — 0141 ..... rear cover
Beacon DR — B. Kumble — 0329 30
BECK, Jules — 0489 57
BECKER, William A. — 0630 69
BECKWITH, Alan E. — 0497 59
BEERE, Max — 0131 9
BEITING, Ralph W. — 0465 55
Belk's Dept. St. — B. Killian — 0502 59
Bell & Howell Co. — Henry Powell — 0128 .. 9
Bell & Howell — R. Gilliland — 0201 18
Bell Tele. — Dr. Conyers Herring — 0127 9
Beltone Electronics Corp. — Peter Haines — 0201 . 18
BENDER, Carl — 0205 18
BENDER, Carl — 0690 76
BERC, Charles S. — 0205 18
BERLINER, Art — 0625 51
BERLO, David K. — 0617 68
BERLO, Dr. David K. — 0627 68
BERMAN, Dr. Elliot — 0192 25
BERNHARD, "Hank" — 0140 ..... rear cover
BERNHEIMER, Bill — 0491 57
BERNSTEIN, Joan — 0004 7

INDEX

A

ABC — H. Smith — 0546 61
ABBOTT, Richard L. — 0005 7
A.B. Dick Co. — Vernon Anderson — 0204 18
ABBENE, Mike — 0485 57
Abbey Press — C. Watts — 0558 62
ABELSON, Roger — 0093 22
ABRAMS, Elliot — 0491 57
ABRAMS, George J. — 0240 40
Abel Bookseller Inc. — Rollin Dudley — 0336 ... 32
Accredited Mailing Lists — A. Brodsky — 0480 ... 56
Accredited Mailing Lists — A. Brodsky — 0637 ... 69
Accredited Mailing Lists — J. Lowinstein — 0554 .. 58
Accredited Mailing Lists, Inc. — A. Brodsky — 0327 . 30
ACKERMAN, Bruce — 0452 54
A.D. Little Co. — J. Thompson — 0444 52
Adm. Meldrm & Andersn — A. Edmunds — 0499 .. 59
Adams Of Chicago — John Shapin — 0202 18
Addressors, Inc. — Kenneth Vainisi — 0195 18
ADLER, James D. — 0128 9

ADVERTISING

ADVER-CASSETTE on ADVER-CASSETTES — 0046 . 41
Adv. and Marketing Communications — 0709 78
Adv. — Now Mark. Comm. — 0497 59
Advertising Theory — 0120 ..... rear cover
Better Advertising Management — 0498 59
Client Agency Relations — 0720 79
Concep. & Exec. of Ass. Promo. — 0554 58
Consumer Attitudes Survey — 0140 .... rear cover
Creative Strategy — 0715 78
Develop. Adv. & Marktng Comm. Plans — 0710 . 78
DR for Furniture Catalog — 0616 72
Distributor Advertising — 0284 27
Effectiveness of Advertising — 0719 79
Eva-Tone Sound sheets — 0564 55
Family Circle Magazine — 0565 55
Fashion Advertising — 0506 59
Franklin Mint — 0563 55
Fox River Paper Company — 0560 63
General Electric Co. — 0569 55
Get Active In Politics — 0061 14
Getting Info. From Space Salesmen — 0712 ... 78
How Much to Invest in Adv.: The Budget — 0713 . 78
How to avoid Waste in Retail ads — 0075 36
Inquiries: Handling Leads — 0718 79
KCET — Channel 28 — 0570 55
Making P.R. Work in D.M. — 0551 58
Marketing Communications and Budget — 0711 . 78
Merch. Markt. Comm. Program — 0723 79
New Face Of Mail Order Space Advertising — 0173 .. 11
100 years of Self Promotion — 0488 57
Pres. for Sales: No Intrus. on Right — 0494 ... 58
Project. Organ. Necess. for Im. Role — 0555 .. 58
PR: Where and How — 0721 79
Sales Promo.: Liter. "Collateral" — 0722 79
Spotlight on P.R. — 0619 68
The Marketing Plan — 0709 78
Time-Life Books — 0568 55
Too Much MO Alike — 0047 14
U.S. Army Recruiting — 0567 55
U.S. News & World Report — 0561 63
Using National Advertising-Locally — 0288 27
Volkswagen Insurance Co. — 0566 55
Yellow Pages Advertising Pays Off — 0286 27
Xerox Corporation — 0562 55

ADVERTISING AGENCY

Chicago Ad Agency Sells Record — 0312 44
DR Ad Agency Can Cut Space Costs — 0090 ... 18
House Advertising Agency — 0236 40
Advertising Consultant — P.K. Thomajan — 0026 .. 13
Aetna Life Ins. — R. Roth — 0533&4 61
Affiliated Hospitals — W. Washburn — 0607 67
AGNELLI, Bernard — 0146 ..... inside rear cover
Ahrend Assoc. — H. Ahrend — 0430 51
Ahrend Assoc. — H. Ahrend — 0431 51
AHREND, Herbert — 0430 51
AHREND, Herbert — 0431 51
AIKEN, Charles — 0751 82
Air Force Association — R. Max Keeney — 0119 ... 23
Alan Drey Co. — Richard Palmer — 0197 18
Alan Drey — B. Stewart — 0395 47
ALBERT, Robert J. — 0478 56
Alcoa Foundation — A. Doty — 0646 71
Aldens — T. Slover — 0520&1 60
ALIANO, Len — 0458 55
ALBERT, Robert — 0218 21
Albert Frank Buenther Law — T. Petrovato — 0083 . 23
Alden's Inc. — Dick Patton — 0202 18
Alden's — Richard J. Patton — 0230 40
ALEXANDER, Arthur — 0105 37
Alexander Hamilton — Al Goodloe — 0155 24
Alina Corp. — Richard Van Harken — 0281 27
ALLEN, Fred — 0001 20
ALLEN, Stephen L. — 0100 37
Allied Stores Corp. — Alfred Eisenpreis — 0002 .. 7
ALTMAN, David — 0139 ..... inside rear cover
Altman, Vos & Reichberg — D. Reichberg — 0198 . 18
Altman, Vos & Reichberg — D. Altman — 0139 . cover
Altman, Vos & Reichberg — F.Vos — 0014 . front cover
Altman, Vos & Reichberg — Frank Vos — 0014 ... 12
Altman, Vos & Reichberg — Frank Vos — 0196 ... 18
Ambassador Leather Goods — M. Hall — 0401 .. 48
Ambassador Leather — M. Hall — 0477 56
Ambassador Leather — M. Hall — 0626 68
Ambassador Leather Goods — M. Hall — 0035 ... 13
Ambassador Leather Goods — M. Hall — 0016 ... 19
Ambassador Mail — B. Patafio — 0491 57
Am. Acd. of Family M.D. — Dr. Rowland — 0441 .. 52
AAAA — V. Bloede — 0494 53
Am. Assn. of Fund Council — J. Schwartz — 0591 . 66
American Automobile Assn. — G. Hobbs — 0416 .. 50
Amer. Bible Soc. — J. Erickson — 0733 80
Am. Chemical Soc. — R. Kenyon — 0555 68
American Express — T. Cherekos — 0543 66
Amer. Found. for Blind — M. Toller — 0638 69
Am. Fund Raising Assn. — J. Schwartz — 0652 .. 71
Am. Fund Raising Ser. — J. Bohlen — 0638 69
Am. Hospital Assoc. — J. McMahon — 0585 66
American Holiday Assn. — L. Rogers — 0424 51
Am. Interstate — R. Burke — 0631 69
Am. Locker — W. Creighton — 0522&3 61
American T. & T. — W. Whiting — 0524&5 61
American Edu. Pub. — P. Passavant — 0085 36
American FR Serv. Inc. — F.S. Andrews — 0116 .. 19
American Products — Richard Jacobsohn — 0197 . 18
ASCAP — Herman Finkelstein — 0131 9
Americana Interstate — J. Saracco — 0202 18
Americana Interstate — R. Burke — 0195 18
AMI Industries — Malcolm Singer — 0029 22
Amsterdam Co. — Fred Slater — 0012 12
Amterre — Richard Gring — 0234 40
ANDERSON, David — 0101 37
ANDERSON, Jack C. — 0056 15
ANDERSON, James C. — 0440 52
ANDERSON, Lee, 0624 68
ANDERSON, Vernon — 0204 18
ANDRE, Keith — 0247 33
ANDREWS, Francis S. — 0116 19
ANGERMAN, Virgil — 0467 55
ANGERMAN, Virgil D. — 0629 68
Appalachian Project — W. Beiting — 0465 55
ARM Distributors — Al Burk — 0378 43
ARMSTRONG, Kent — 0626 68
Art Institute — Theodore A. Chipps — 0203 18
Arthritis Foundation — Edgar T. Britton — 0203 ... 18
ASCAP — H. Finkelstein — 0361 44
ASHCROFT, Ray — 0353 38
ASLESON, Robert — 0126 9
Aspen Systems Corp. — Lawrence Berul — 0126 .. 9
Ass. Rep. L. Van Deerlin — S. Smith — 0168 1
Associate Investment — Robert Depauw — 0197 .. 18
Association of Exec. — V. Lockhardt — 0550 58
Assoc. of Lithographers — J. Weiss — 0486 57
Assn. of U.S. College — F. Ness — 0641 71
Assoc. of U.S. Univ. — H. Longnecker — 0641 71
ASTARA — R. Chaney — 0415 50
ATCMU — Keith Halliday — 0418 50
ATKINS, Jim — 0046 41
Attainment Int. — B. Richards — 0547 61
Attorney — J. Hoyt — 0463 55
Attorney — Oren Art — 0593 67
Audience Mktg., Inc. — E. Brutman — 0042 36
Audience Marketing — Fred Vanacore — 0028 22
AUERBACHER, Adolph — 0022 12
AUERBACHER, Adolph — 0022 ... behind front cover
Auerbach Pub — Dr. I.E. Block — 0125 9
Aultman Hosp. — P. Ireland — 0590 66
Aultman Hosp. — P. Ireland — 0602 67
Author — R. Tollman — 0506 59
Avco Broadcasting Corp. — R. E. Reed — 0008 ... 7
AVERY, Walter C. — 0591 66
Avon Products — J. Shannon — 0520&1 60
AVRICK, David — 0198 18
AYAM, Roger — 0481 53
Ayer & Son — W. Fish — 0567 64
Ayer Direct — Walt Fish — 0141 ... inside rear cover

B

BAERTSCHI, Fritz — 0171 11
BAIER, Martin — 0420 50
BAIER, Martin — 0477 56
BAILAR, Benjamin — 0545 61
BAILEY, Lloyd C. — 0702 77
BAKER, Ed — 0352 38
BAKER, Major Dale — 0443 52
BAKER, Victor — 0620 68
BALITSOS, James — 0016 22
BALITSOS, Jim — 0016 ..... behind front cover
BALITSOS, James — 0056 15
BALLOU, Hubbard — 0130 9
Bankers Life & Casualty — B. Johnson — 0201 ... 18
Bankers Life & Caul. — W. Hurley — 0725 79
Bank of N.Y. — W. Hoeflinger — 0540 61
BARNES, Jack — 0018 ..... behind front cover
Barnett Bros. — Murray Kassler — 0383 43
BARNETT, Bruce — 0633 69
BARNUM, Dr. H.J., Jr. — 0441 52
BARRINGER, Paul — 0362 45
BARTLETT, Reed E. — 0111 19
BARTNER, Robert — 0748 81
BARTON, Richard — 0168 1
BARTON, Richard — 0451 54
Bass Master Mag. — H. Siever — 0553 58
B B D & O — John Caples — 0139 ... inside rear cover
B B D & O — Malcolm F. Dunn — 0111 19
B B D & O — Malcolm Dunne — 0276 36
B B D & O — Tom Murray — 0079 23
B B D & O — P. Stagg — 0633 69
Beacon DR — B. Kumble — 0141 ..... rear cover
Beacon DR — B. Kumble — 0329 30
BECK, Jules — 0489 57
BECKER, William A. — 0630 69
BECKWITH, Alan E. — 0497 59
BEERE, Max — 0131 9
BEITING, Ralph W. — 0465 55
Belk's Dept. St. — B. Killian — 0502 59
Bell & Howell Co. — Henry Powell — 0128 .. 9
Bell & Howell — R. Gilliland — 0201 18
Bell Tele. — Dr. Conyers Herring — 0127 9
Beltone Electronics Corp. — Peter Haines — 0201 . 18
BENDER, Carl — 0205 18
BENDER, Carl — 0690 76
BERC, Charles S. — 0205 18
BERLINER, Art — 0625 51
BERLO, David K. — 0617 68
BERLO, Dr. David K. — 0627 68
BERMAN, Dr. Elliot — 0192 25
BERNHARD, "Hank" — 0140 ..... rear cover
BERNHEIMER, Bill — 0491 57
BERNSTEIN, Joan — 0004 7

BERNSTEIN, Joan Z. — 0168 1
BERTRAND, Jack — 0533&4 61
BERUL, Lawrence — 0126 9
Bethany Medical — W. Roth — 0588 66
Bethany Medical — W. Roth — 0603 67
Better Business Bureau — Van Miller — 0356 38
Better Homes & Garden — M. McCluskey — 0250 . 33
BFA Multi-Media — Lloyd Otterman — 0325 39
BIDELL, Seth — 0156 25
BIGLIN, Francis X. — 0539 61
BIRNBAUM, Robert — 0516&7 60
Bishop of Mobile — J. May — 0465 55
Billboard Pub. — J. Sherman — 0122 41
BLACK, Marilyn — 0195 18
BLACK, Robin — 0001 20
BLACK, Robin — 0218 21
BLACK, Robbin — 0327 30
BLACK, Robin R. — 0230 40
BLACK, Robin — 0474 56
Black-Russel-Morris — D. A. Dodge — 0290 27
BLACK, Theodore M. — 0032 13
BLATTSTEIN, Joel J. — 0396 47
BLAU, Barry — 0116 19
BLOCK, Dr. I.E. Ed — 0125 9
BLOEDE, Victor G. — 0494 58
BLOOM, Bob — 0307 30
BLOOM, Carl — 0703 77
Blue Cross — B. Wunrow — 0528&9 61
Blum Associates — Robert Blum — 0113 19
BLUM, Robert — 0111 19
BLUM, Robert & Joan — 0570 64
Blum Associates — R. & J. Blum — 0570 64
Blum Associates — R. Blum — 0638 69
BLUM, Robert — 0638 69
BLUMENFELD, Art — 0636 69
BLUMENFELD, Art — 0743 82
BLUMENFELD, Art — 0744 82
BLUMENFELD, Art — 0745 82
BLUMENFELD, Art — 0746 82
BLUMENFELD, Art — 0747 82
BLUMENFELD, Roy — 0495 58
BLUMENFELD, Sol — 0245 37
Board of Regents — D. Berlo — 0627 69
BOCCHIERI, C.J. — 0651 71
BOHLEN, Jack R. — 0638 69
Boise Cascade — V. Angerman — 0629 68
Boise Cascade Envelope — V. Angerman — 0467 .. 55
BOISSONNAT, Jean — 0190 11
Book-of-the-Month Club — D. H. Soskin — 0056 .. 15
Book of Mo. Club — F. Magel — 0522&3 60
BOLGER, William F. — 0525&6 61
BOLGER, William F. — 0540 61
BOLLING, Landrum R. — 0652 71
BONAVENTURE, Sally — 0628 68
BOND, Bill — 0504 59
BONDER, Bill — 0564 63
BONDER, Bill — 0705 80
BOREN, Dr. James H. — 0207 21
Borden Inc. — R. Messenger — 0663 73
BORGHESANI, William H., Jr. — 0003 7
BOSTAIN, James C. — 72 DMLA 8 C 12 35
Boston & Maine Co. — P. Cherington — 0524&5 .. 60
Boston Museum Fine Art — J. Griswold — 0268 ... 26
Boston Univ. — A. Beckwith — 0497 58
BOXLER, Ken — 0069 37
Boys Clubs of Am. — G. Searfoss — 0460 55
Boys Home of the South — C. Aiken — 0751 82
BRADSHAW, Bob — 0238 40
BRADSHAW, Donna S. — 0648 71
BRADY, Thomas A. — 0384 43
BRAIN, L.M. — 0278 27
Brandeis — Elaine Jabenis — 0342 36
BRENNAN, William — 0589 66
BREWER, Melvin D. — 0652 54
BRILEY, Gaylord — 0270 26
BRINGE, Paul — 0350 38
Bristol Myers Products — Efren Ganzalez — 0131 .. 9
BRITTON, Edgar T. — 0203 18
British Post Office — E.G. White — 0166 1
Broadcasting Div, Inc. — J. C. Anderson — 0056 .. 15
BROCK, Howard — 0123 41
BRODSKY, Annette — 0327 30
BRODSKY, Ann — 0480 56
BRODSKY, Anne — 0637 69
BROOKS, Dr. Earl — 0115 19
BROPHY, Richard J. — 0470 55
BROWER, Edgar A. — 0163 1
BROWER, Edgar S. — 0524&5 51
BROWN, Ted — 0142 ..... inside rear cover
BROWN, Alan G. — 0532 61
BROWN, Darrell — 0545 61
BROWN, Ray E. — 0642 71
BROWNRIDGE, Ash — 0753 83
Bruce B. Brewer Co. — D. Dodderidge — 0071 37
Bruce Bolind, Inc. — Bruce Lindeke — 0429 61
Bruce B. Brewer Co. J. Duffin — 0071 37
BRUTMAN, Edward — 0042 36
BRYAN, Jack G. — 0595 66
BRYANT, Marvin — 0520&1 60
BUILDING STORE TRAFFIC
Christmas Produces The Year's Cream (0238 ... 40
Consumerism: The Challenge — 0004 7
Consumerism: The Response — 0005 7
Consumerism? Youn Ain't Seen Nothin — 0239 . 40
Cooperating with Sales Promo Dir — 0341 36
Display Dir. Role — 0344 36
DM Newspapers Promote Openings — 0353 ... 38
How Retailers Apply Mkg Concepts — 0227 40
Liaison With Merchandise Mgrs — 0339 36
Marketing Approach — 0006 7
Merchandising Information — 0132 9
Relationships with Manufacturers — 0343 36
Research For Retailers — 0228 40
Retailer Opens 44 Showrooms — 0666 73
Cadence Industries — Bernard Gittleson 0159 ... 25
Cadence Industries — M. Siegel — 0741 81
CAGAN, Martin B. — 0241 44
CAIN, Robert — 0201 18
CAIRNS, Bill — 0216 21
CAMENISCH, Robert L. — 0206 18
Cameron, Loran & Emily — 0684 76
Campaign Associates — Hank Parkinson — 0251 .. 2
Campaign Associates — Hank Parkinson — 0252 . 2
Campaign Associates — Hank Parkinson — 0253 . 2
CAMPBELL, Garth C. — 0166 1
Campbell-Reynolds — E. Kabakow — 0110 19
Campbell-Reynolds, Inc. — Ed Kabakow — 0249 . 33
CAMPBELL, Woodrow P. — 0002 7
Campus Subs — M. Michaelson — 0754 83
Canadian Book Club — C. Spilka — 0626 68
Canada Post Office — Garth C. Campbell — 0166 . 1
Canadian Post Office — J. MacKay — 0630 69
Canadian Post Office — Andre Ouellet — 0209 21
Canadian Post Office — F. Pageau — 0532 61
Canadian Post Office, J.G. Fultz — 0293 27
Canadian Tire Corp. — Bill McKay — 0210 ... 21
CANNON, Kerry J. — 0280 27

Sale Advertising — 0505 59
Scots. Big Store Bugd. 70% for D.M. — 0484 . 57
Store Opening Promotion — 0233 40
Store Opening Session — 0502 9
Stores Upping DM Use — 0315 42
Shopping Center Promotion — 0234 40
Teaming with Fashion Coordinator — 0342 36
Working With The Controller — 0340 36
BULLING, Herman E. — 0006 7
BULLING, Herman E. — 0238 40
BUNDY, McGeorge — 0644 71
BURAK, Rev. Alexander — 0459 55
BURCHINAL, Dr. Lee — 0127 9
BURK, Al — 0378 43
BURKE, Ronald — 0195 18
BURKE, Ronald — 0632 69
BURLINGAM, Jim — 0625 61
BURLINGAME, Jim — 0030 41
BURLINGAME, Jim — 0142 ..... inside rear cover
Burndy Corp. — L.M. Brain — 0278 27
BURNET, Rev. Donald — 0466 55
BURNETT, Ed — 0273 26
BURNETT, Ed — 0354 38
BURNETT, Hank — 0405 48
BURNS, John — 0455 54
Burns Photo — J. Burns — 0455 54
BURZIO, John — 0054 15
Business Comm. Arts — G. McLellan — 0646 71
Business Mailers, Inc. — Charles S. Berc — 0205 . 18
BUTENSKI, Ave — 0008 7
BUTTS, Charles — 0100 44
Buyers Purchasing Digest — O. Henstrand — 0291 . 37
Byrne Advertising — Jack Byrne — 0059 25
BRYNE, Jack — 0059 25
BYRNE, Jack — 0059 ..... rear cover

C

CANOVA, John L. — 0100 37
CAPLES, John — 0139 ..... inside rear cover
CAPP, Paul — 0347 42
CARBINE, Pat — 0055 15
CARBINE, Pat — 706 80
CARE, Inc. — N. Lind — 0480 56
CARE Inc. — N. Lind — 0637 69
CARLSON, Walter — 0127 9
CARNEY, Rev. James R. — 0454 54
CARPENTER, Dr. Edmund — 0120 .... rear cover
CARPENTER, Marshall — 0146 ... inside rear cover
CARPENTER, Marshall, Jr. — 0400 48
CARPENTER, Marshall — 0623 68
CARROL, Norman — 0451 54
CARROL, Norman — 0456 54
Carson Pirie Scott — C. V. Martin — 0002 7
CARSON, R.F. — 0539 61
CARTER, Robert E. — 0454 54
CASS, Rosemary — 0649 71
Cassette Sciences Corp. — Ray Considine — 0411 . 49
CASSIDY, John W. — 0164 1
Caswell-Massey Co. — M. Taylor — 0144 .. rear cover
Catalog Furniture Centers — D. Optican — 0385 .. 43
CATHCART, El — 0195 18
Catholic Church — R. Ritter — 0468 55
Catholic Digest — B. Fenton — 0445 53
Catholic Korean Relief — W. Vita — 0466 55
CAUTHEN, Henry J. — 0442 52
CAVANAGH, Roger — 0001 20
CBS AM Stations — N. Derrough — 0138 .. rear cover
CCI — M. Roman — 0472 55
CCI — L.N. Gold — 0074 15
CCM Information Corp. — John Lewis — 0132 ... 9
CDMA — E. Heather — 0630 69
CEMREL — Tom Johnson — 0324 39
CERELLI, Dan — 0626 68
C.H. Stuart — W. Scheetz — 0516&7 60
C.H. Stuart — W. Scheetz — 0539 61
CHADWICK, Thomas W. — 0161 1
CHADWICK, Thomas W. — 0535&6 61

CHAFLIN, Irving — 0151 36
CHAIT, Lawrence G. — 0049 41
Champion International — Edward Russell — 0111 . 19
CHANEY, Robert G. — 0415 50
Chase Manhattan Bank — Robert H. Riley — 0125 . 9
Chase Manhattan Bank — J. Ordana — 0439 52
Chase Manhattan Bank — S. Waldman — 0439 ... 52
CHAUCER, Daniel — 0005 7
CHEREKOS, Theodore S. — 0543 61
CHERINGTON, Paul W. — 0524&5 61
CHERINS, Robert — 0101 37
Chic. Comm. Trust — B. Newman — 0647 71
Chicago Symphony Orchestra—R. Trenbeth—0203 . 18
Childcraft Ed. Co. — T. Roche — 0678 74
Children's Hosp. — W. Brennan — 0589 66
Children's Hosp — A. Lawson — 0595 67
Children's Hosp — A. Wardley — 0599 67
Children's Hosp — A. Wardley — 0601 67
Chilton Company — William A. Phair — 0283 27
CHIPPS, Theodore A. — 0203 18
Chittick Adv. — Warren Wincoup — 0276 36
Christian Al. — J. Richardson — 0584 67
CHRISTOPHER, Willian — 0709-11 78
Christian Science Pub. — P. Sampson — 0704 ... 77
Cincinnati Inquirer — Francis L. Dale — 0080 23
Circulation Associates — E. Lustig — 0487 57
City National Bank — John Fisher — 0346 34
Claritas Corp. — Dr. Jonathan E. Robbin — 0053 . 15
CLARK, I.F. — 0210 21
CLARK, O'Neil — J. O'Neil — 0490 57
Clark-O'Neil — R. O'Neil — 0493 58
Clark-O'Neil — J. Owens — 0485 57
CLARKE, Robert B. — 0116 19
Clement & Stone Found. — D. Bradshaw — 0648 .. 71
Cleve. Com. Corp. — A. Groves — 0731 80
Coca Cola — D. McKaig — 0535&6 61
COLE, Jack R. — 0525&6 61
COLE, Paul C. — 0003 7
Cole Pub. — J. Cole — 0525&6 60
Coleman-American, Corp. — S. J. Titens — 0130 .. 9
Collins Assoc. — F. Collins — 0596 66
COLLINS, Frank K. — 0596 66
COLLINS, Tom — 0269 26
COLSON, Charles — 0729 79
Columbia House — R. Ganci — 0632 71
Columbia House — Herb Liebovitz — 0023 ... 13
Columbia House — Oren Testa — 0164 1
Columbia House — Stuart Maltin — 0056 15
COMAROW, Murray — 0545 61
Combined Ins. Co. — C. Colson — 0729 79
Combustion Engrng. Inc. — J. Anderson — 0440 .. 52
Comedy Center — Bob Orben — 0092 36
Commercial Ins. — R. Miller — 0631 69
COMMUNICATIONS — ELECTRONIC
Edu. — Does The Entertainment Concept Work? —0442 52
Home Entertainment — 0444 52
How Business Uses Video — 0440 52
How Govt. Agencies Are Using Video — 0443 .. 52
How Mgmt. Uses Video Networks — 0439 52
Impact IIA on the Proposed Gov. Microrepublishing — 0128 9
Improving Telecomm Efficiency — 0003 7
New Comm Technology — 0146 ..... rear cover
Specialty Applications of Video — 0441 52
COMMUNICATIONS — OTHER PRINT CARRIERS
French Ass. Improves Mail Proc. — 0549 59
Independent PS Carries Nat. Adv. — 0708 80
Nwsp & Carriers—Tabs From U.S.P.S. — 0446 . 53
COMMUNICATIONS POST OFFICE
ATCMU Dinner — 0548 59
Bar Coding — 0332 42
Can we make Post. Cust. Coun. Effc. — 0530&1 . 61
Canada Post Code Ready Next Year — 0423 ... 50
Canada & UK Postal Marketing — 0166 1
Central Regional Seminar — 0541 61
Classification Is The Name Of The Game — 0160 . 1
Communications Center Efficiency — 0528&9 ... 60
Consim: The Pst. Ser. and Cst. — 0535&6 61
Deffered Giving Programs — 0601 67
Deficiencies of the U.S. Postal System — 0328 . 30
Delivery Systems — 0522&3 60
Development in Mail Processing — 0524&5 60
Developments in Mail Processing — 0525&6 ... 60
Eaton Regional Seminar — 0539 61
Fraud Detection and Prevention — 0532 61
FR with Physicians — 0600 67
How MASA & ATCMU Respond to Postal & Legislative Problems — 0418 50
How to Make Post. Ser. Work for You — 0518&9 . 60
How To Work With P.O. — 0402 48
How You Can Help USPS — 0161 1
Home Delivery System — 0134 41
International Mail — 0532 61
Mail Classif. Regulations & Options — 0513 60
Mail Classif. Regulat. & Options — 0516&7 60
Mail Service Panel — 0072 37
Materials Handling — 0520&1 60
Mitre Examines Zip Code Updating — 0417 50
Non-Deliverable Mail — 0164 1
Natl. and Local Postal Wars — 0487 57
Northeast Regional Seminar — 0540 61
Opening Plenary Session — 0513 60
Outlook For The Postal Service — 0169 1
Plenary Question and Answer Session — 0545 .. 61

PO Execs Talk About Delivery Performance — 0421 50
Postal Panel — 0145 ..... inside rear cover
Postman Eyes The Insert — 0082 23
PO Rate Hikes — 0151 36
Problems of Post. Operations — 0456 54
Southern Regional Seminar — 0542 61
Title Page — 0209 21
Two Approaches to Parcel Post — 0537&8 61
USPS Critic Needed — 0039 20
USPS Sells Mail Hard — 0669 74
Western Regional Seminar — 0543 61
What Congr & Fed Reg Plan For Mailers — 0168 . 1
What Do New Regulations For Non-Profit 3rd Class Mail Mean? — 0167 1
Why Does The PS Use Mail Bags? — 0163 1
Will There Be A Postal STrike — 0165 1
Compton Adv. — B. Porzak — 0623 68
Compusamp — P. Thornton — 0749 81
COMPUTERS
Computers and Lists — 0746 82
Data Pro. in D.M. — 0466 55
FR and Computer Capability — 0747 82
Glossary of DP Language — 0743 82
20 Idea in 20 Min. — 0481 53
Mechanics of Computer Technology — 0744 ... 82
MO Firm Gets 8 Hour Fulfill — 0734 80
Programming: Flow Charts — 0745 82
Retailer Links Phone to Computer — 0707 80
Times Data Bank — 0693 76
Computer Directions — Robin Black — 0001 ... 20
Computer Directions — Robin Black — 0218 ... 21
Computer Directions Corp. — Robin Black — 0327 . 30
Computer Directions — Robin R. Black — 0230 ... 40
Computer Directions — R. Black — 0474 56
Computer Mark. Ser. — L. Gans — 0479 56
Computer Merchandising — J. Foley — 0205 ... 18
COMSTOCK, Dale — 0442 52
Con. Com. Bank of Am. — C. Bocchieri — 0651 ... 71
Conde Nast Publ. — B Redmond — 0397 47
Congressional Info Service — J. B. Adler — 0128 . 9
Conn Dept Of Environmental Protection — 0007 .. 7
Connors Pub. — J. DeWolf — 0722 79
CONOVA, John — 0677 74
CONSIDINE, Ray — 0411 49
Consultant — Dr. James H. Boren — 0207 ... 21
Cons. Sales — A. Young — 0691 76
Consumer Affairs Canada — K. Hodgins — 0626 .. 68
Consumer-Gazzette — J. Koven — 0496 58
Consumers Union — P. Goldberg — 0329 30
Consumer Union, U.S. — P. Goldberg — 0474 ... 54
Conrad Pyle Co. — T. Yerkes — 0539 61
Consumers Distributing — 0612 72
Contribution Consultants, Inc. — G. Briley — 0270 . 26
Co-Op Electric — Louis Roseth — 0202 18
Cooledge Lists — R. Steeg — 0394 47
Coolidge Co. — F. McCowan — 0637 69
COOPER, Rita — 0397 69
Coordinating Mkting Comm. With Sales — 0714 ... 78
COPY
Bringe Tells How To Write Letters — 0350 38
Changing Market — Or Is It? — 0139 ... rear cover
Copy Art & Creativity — 0015 .. behind front cover
Copy Creativity To Boost Sales — 0176 11
Copy/Offer Panel — 0066 15
Copy Panel — 0196 18
Creative Workshop Session 2 — 0407 48
From Product To Final Copy — 0175 11
How To Create a Fund Raising Letter — 0470 ... 55
How To Work With The Creative — 0408 48
How we boomed and how we Busted — 0634 ... 69
Humorous Ads Get Results — 0334 32
Letter Sells Trip — 0409 49
Max Sackheim Talks About Career — 0150 24
Problem Copy Approach — 0677 74
Typography — 0504 59
Writers Should Promote — 0010 12
Cordura Corp. — William Shipley — 0225 34
Cornell University — Dr. Earl Brooks — 0115 19
Corning Glass — Ted Brown — 0142 . inside rear cover
Cosmopolitan Mag — F. R. Dupuy, Jr. — 0110 ... 19
COTTER, J. William — 0533-4 61
COUCH, Susan — 0058 25
Council on Found. — R. Goheen — 0644 ... 71
Country Gourmet — Lillian Katz — 0363 45
COURTS, Roger — 0462 55
COUSINS, Norman — 72 DMCS 6 C 3 35
Covington & Burling — David E. McGiffert — 0160 . 1
Cox Cabel — J. Gwin — 0623 68
CRANE, Lawrence — 0357 38
CREASON, Craig — 0681 74
Creative Consultant — Ann Kilian — 0048 14
Creative Mailing — A. R. Venezian — 0054 15
Creative Rewards — W. Harris — 0692 76
Creative Services — C. Lovesy — 0554 58
Credit Service — Morris Weinberg — 0197 ... 18
Creighton, D. William — 0522&3 58
Cris Craft Marine — R. Tolleris — 0044 14
CREMER, Richard — 0197 18
CRISCI, George — 0237 40
CROHN, Richard — 0480 56
Cross Count. Cir., N.Y. — D. Sterlace — 0708 80
Crotched Mountain Center — T. Mayo — 0143 . cover
Crow & Co. — C. Crowell — 0566 64
CROWELL, Chris — 0566 64
CROWELL, Ed — 0193 26
CZACHOWSKI, E. Bernard — 0532 61

D

DAGEN, Dick — 0670 74
DAHLKE, Father Bob — 0143 ... inside rear cover
DAHLKE, Rev. W. Robert — 0462 55
DAHLKE, W. Robert — 0472 65
DAHLKE, Father W. Robert — 0638 69
DALE, Francis L. — 0080 23
DALE, Robert F. — 0111 19
DALY, John Jay — 0168 1
DALY, John Jay — 0551 58
Dana Corp. — W. Willie — 0439 52
Dancer Fitzgerald & Sample — A. Butenski — 0008 . 7
Danville Distributing Inc. — Jerry Weiss — 0043 .. 13
Dartnell Corp. — George Economos — 0204 18
Datapro Research Corp. — John Kalbach — 0305 .. 30
David Lynn, Ltd. — Malcolm Tanswell — 0221 ... 44
DAY, John W. — 0056 15
Day-Timers — R. Dorney — 0630 61
Day & Young — M. Goodwin — 0734 80
Dayton Hudson — A. B. Perlin, Jr. — 0004 7
Dayton Hudson — J. B. McComb — 0005 7
Deerskin Trading Post — Don Penfield — 0089 ... 16
DeHAVILLAND, Robert — 0146 ... inside rear cover
DELAY, Robert F. — 0180 11
DeLAY, F. Robert — 0617 68
Delta Letter Ser. — J. Beck — 0489 57
DelVECCHIO, Frank A. — 0082 23
Delx Check Print — J. Rose — 0516&7 60
Demographics — J. Monsky — 0413 49
Dept of Agriculture — H. Reynolds — 0163 1
DEPAUW, Robert — 0197 18
Dependable Lists — C. Bender — 0690 76
Dependable Lists Inc. — J. Oldstein — 0756 84
Dependable Mailing Lists — Carl Bender — 0205 .. 18
DERROUGH, Neil — 0138 ..... inside rear cover

Detroit-Mayor — R. Gribbs — 0640 71
Detroit Tech — J. Slater — 0766 84
DEVANNA, Ralph — 0299 42
De WOLF, John — 0722 79
Dialogue Marketing — J. Harasciak — 0198 18
DI CHIARANTE, Phillip — 0532 61
DIERDERICH, David — 0446 53
DILL, Edwin — 0457 55
DILLON, — C. Matthew — 0443 52
Diocese of Albany — J. Mackey — 0445 53
Direct Mail Writer — Paul Bringe — 0350 38
Direct Marketing — Fred Hysell — 0204 18
Direct Video Corp. — R. White — 0614 72
Disabled Veterans — M. Hart — 0480 56
DIXON, W. John — 0525&6 61
DIXON, William — 0535&6 61
DKG Chair.— S. Kurnit — 0620 68
DM Comm, Inc. — C. Zimmerman — 0271 26
DM Corporation of America — A. Golden — 0300 .. 30
DM Corp. of America — A. Golden — 0411 .. 49
DM Corp. of Am. — B. Yeowell — 0631 69
DM Health Co. — A. Robertson — 0537&8 61
DM Information Exchange — N. Ross — 0758 84
DM Inc. — R. Albert — 0478 56
DM Inc. — D. Florence — 0479 56
Direct Marketing, Inc. — Robert Albert — 0218 ... 21
Direct Marketing Magazine — Pete Hoke — 0287 .. 27
Distributor Image Builders — T.F. Preston — 0288 . 27
DIXON, William R. — 0077 23
DMMA — Edward N. Mayer, Jr. — 0172 11
DMMA — Edward N. Mayer, Jr. — 0117 19
DMMA — Edward N. Mayer, Jr. — 72 BOS 32
DMMA — E.N. Mayer — 0625 68
DMMA — John Jay Daly — 0168 1
DMMA — John Jay Daly — 0392 47
DMMA — J. Daly — 0551 58
DMMA — Robert F. Delay — 0180 11
DMMA — R. Delay — 0617 60
DMMA — L. Kislik — 0639 69
DMMA — N. Suslock — 0493 58
DMMA — C. Wallace — 0619 68
DOBBINS, W. George — 0514 60
DODDERIDGE, Dick — 0071 37
DODGE, Donald A. — 0290 27
DODGE, L. Robert — 0533&4 61
DOEBLER, Paul D. — 0126 9
DOLAN — W. John — 0600 67
DOLAN, J. Paul — 0516&7 60
DOMOLKY, George — 0444 52
Domtar Ltd. — V. Baker — 620 68
DONOHUE, Tom — 0402 48
DONOVAN, William — 0097 36
DORDICK, S. Herbert — 0441 52
DORNEY, C. Robert — 0630 69
DORSEY, Edward — 0525&6 61
DORSEY, E.V. — 0545 61
DOTY, Arthur M. — 0646 71
Doubleday — J. W. Cassidy — 0164 1
Doubleday, Can. — W. Havercroft — 0630 69
Doubleday & Co. — B. Mark — 0626 68
Doubleday & Co. — R. Smith — 0634 69
Douglas Learman Indus — K. Learman — 0381 ... 43
Douglas Dunhill Inc. — Thomas McKenna — 0196 . 18
Dover Publ. — Leon Gelfond — 0388 47
Dow Chemical — Jim Burlingame — 0030 41
Dow Chemicals — J. Burlingame — 0142 .. rear cover
Dow Chemicals — J. Burlingam — 0625 68
Dow Jones & Company — Edgar A. Roll — 0111 .. 19
Dow Jones & Co. — E A. Roll — 72 DMLA 35
Dow, Lohnes & Albertson — J. Matthews — 0441 .. 52
Downe Pub — K. O'Shaughnessy — 0284 27
Downe Pub — K. O'Shaughnessy — 0294 37
Downe Publ. — K. O'Shaughnessy — 0395 47
Downe Comm — P. Puskas — 0358 45
DOZOR, Harry — 0699 77
DR Group — George Zahka — 0145 . inside rear cover
DR Group — Karl R. Toner, Jr. — 0101 37
DRUCKER, Hal — 0326 21
D. Schwartzman Con. — D. Schwartzman — 0344 . 36
DUBIN, Will — 0612 72
DUCK, Robert H. — 0105 37
DUDLEY, Rollin — 0336 32
DUFFIN, Jim — 0071 37
DUFFUS, Roy — 0720&1 79
Dun & Bradstreet — Richard J. Looney — 0130 .. 9
D & B Canada — Ian D. McDonald — 0218 21
DUNLAP, Bill — 0145 ..... inside rear cover
DUNLAP, William D. — 0161 1
DUNLAP, William — 0421 50
DUNN, Charles — 0010 12
DUNN, Malcolm F. — 0111 19
DUNNE, Malcolm F. 0276 36
DUNSETH, William B. — 0597 67
Duns Scotus Co. — F. Meyer — 0460 55
DUPUY, Frank R., Jr. — 0110 19
Duquesne Univ. — P. Williams — 0453 54
DUTTWEILER, T. Charles — 0528&9 61
Dynamic House — Lawrence Crane — 0357 38

E

EASTON, Dr. Roy B. — 0621 68
Eatons Canada — Al Kelly — 0210 21
Eaton's Co. — Bob Bradshaw 40
Eaton's Toronto — J. A. Torella — 0238 40
EARLY, Mark — 0661 73
ECONOMOS, George — 0204 18
Ed Burnett, Inc. — Ed Burnett — 0354 38
E. Krane — T. Kellogg — 0474 56
Eddie Bauer Inc. — K. Wherry — 0624 68
EDEN, Arthur — 0160 1
Edgar Moser, Inc. — E. Moser — 0343 36
EDMUNDS, Arthur — 0499 59
EDP Consultant — C. Michel — 0474 56
Education Funding — S. Goldstein — 0318 39
Educa Career Service — P. Barringer — 0362 45
Educational Marketer — Paula Smith — 0317 39
Edwards & Hanly — G. Domolky — 0444 52
EDWARDS, Chester R. — 0341 36
EGR Comp. — M. Rudomin — 0625 68
E.H. Brown — Bill Vernon — 0312 44
E.H. Merrin Gallery — E. Merrin — 0144 . rear cover
Eichmann, H. Gordon — 0530&1 61
Eich. Letter — G. Eichmann — 0530&1 61
EISENPREIS, Alfred — 0002 7
EISNER, Manny — 0226 26
Eleganza — Arthur Alexander — 0105 37
Eliot, Goodman & Russell — M. Lasky — 0384 ... 43
Eliot, Goodman & Russell — T. Brady — 0384 43
Eliot Schein & Co. — E. Schein — 0398 47
Eliot Schein & Co. — J. Blattstein — 0396 47
ELLMAN, Michael — 0679 74
EMERY, John R. — 0513 60
EMERY, John — 0545 61
Encyclopedia Britannica — Robert Cain — 0201 .. 18
EPSTEIN, Lee — 0145 ..... inside rear cover
Epilepsy Foundation — M. Price — 0457 55
EPSTEIN, Lee — 0418 50
EPSTEIN, Lee — 0474 56
EPSTEIN, Lee — 0487 57
EPSTEIN, Lee — 0545 61
EPTON, Bernard — 0726 79
ERICKSON, Rev. John — 0733 80
Essence Magazine — Cecil Hollingsworth — 0057 . 15
E-Systems Inc. — J. Dixon — 0526&7 60
Eva-Tone Type — B. Bonder — 0564 63
Eva-Tone — B. Bonder — 0705 80
Eva-Tone Sound Sheets — 0628 69
EVANS, Howard — 0006 7
EVELETH, Max — 0084 16
EWALD, E. Phillip — 0650 71
EWING, F. Bayard — 0651 71
EWING, Robert E. — 0073 ..... rear cover
EWING, Robert E. — 0073 15
EWING, Robert — 0277 27
Exposition Press — E. Uhland — 0399 48
Ex-speed-ite Service — B. Kaufman — 0485 57

F

FABIAN, Michael — 0139 ..... inside rear cover
FABIAN, Michael — 0329 30
Factory Mutual — Bruce P. Mattoon — 0101 37
FAIN, Ty — 0128 9
Fairbanks Assoc. — J. Murphy — 0474 56
Fairfield Communities — G. Jacobus — 0136 24
FALA Mailmen — L. Epstein — 0145 ..... rear cover
Fala Mailmen — L. Epstein — 0418 50
Fala Mailmen — L. Epstein — 0474 56
Fala Mailmen — L. Epstein — 0487 57
Fala Mailmen — L. Epstein — 0545 61
Family Circle — J. Pfriender — 0565 64
Family Health Mag — R. Parisi — 0057 15
Fam. Life Ins. — K. Knudson — 0528&9 61
Family Shopping Plan — Ron Radosh — 0153 ... 24
F.A.O. Schwartz — A. Krupin — 0665 73
Family Shopping Plan — R. Radosh — 0412 49
FARBER, Martin — 0311 31
FAS International — S. Goldstrom — 0434 ... 52
Fastener Group USM Corp. — John Gray — 0284 . 27
FAUNTLEROY, Jack — 0550 58
Fed. Trade Com. — W. Dixon — 0535&6 61
FENTON, Bob — 0445 53
Fenvessy Assoc — S.J. Fenvessy — 0036 13
FENVESSY, Stanley J. — 0036 13
FETTERMAN, Dr. Elsie — 0004 7
Film Corp Of America — Martin Farber — 0311 .. 31
Fin'n Feather, Dundee, Ill. — C. Much — 0680 74
Financial Con. — J. MacBean — 0598 67
Financial Ed. Aid, — R. Johnson — 0641 71
Financial Publishers — J. Karbo — 0355 45
FIND Service — Haines Gaffner — 0224 44
Fingerhut — D. Dagen — 0670 74
Fingerhut — A. Kauder — 0670 74
Fingerhut —A. Kauder — 0632 69
Fingerhut, T. LaValle — 0474 56
FINKELSTEIN, Herman — 0131 9
FINKELSTEIN, Herman — 0361 44
FINLEY, Larry — 0444 52
First Securities, Inc. — Jack Kawa — 0387 43
FISCHER, Donald — 0539 61
FISH, Walt — 0141 ..... inside rear cover
FISH, Walter — 0567 64
FISHBACK, Ken — 0489 57
FISHER, E. Dawson — 0075 36
FISHER, John — 0346 34
Fisher-Stevens — R.D. Powell — 0493 57
FISHER, S. Raymond — 0514 60
FISLER, Bob — 0141 ..... inside rear cover
FISLER, Robert — 0618 68
FITZHUGH, William R. — 0077 23
FITZPATRICK, Gwen — 0632 69
FLEANOR, William — 0233 40
FLETCHER, W. Ron — 0516&7 60
FLORENCE, David — 0479 56
Florence Wolf, Inc. — Florence R. Wolf — 0194 .. 18
Florence Wolf, Inc. — Martin Black — 0195 18
FLYNN, Larry — 0124 24
FOGELSON, Seymore — 0498 59
FOLEY, Jerry — 0205 18
Folio Magazine — Joseph L. Hanson — 0057 15
Football News — R. Stanton — 0303 38
Foote Cone & Belding — J. Sprague — 0052 15
Forbes Magazine — Jerome Hoffman — 0121 ... 24
Ford Found. — M. Bundy — 0644 71
Ford Mktg. Corp. — J. Solsbury — 0440 52
Ford Motor Co. — T. Reid — 0653 71
Foreign Commerce Committee — W. Roy — 0582 . 74
Foster & Gallagher — T. S. Foster — 0116 19
FOSTER, Mark — 0146 ..... inside rear cover
FOSTER, Thomas S. — 0116 19
Fox River Paper — J. Yankoski — 0560 63
FRANKEL, Robert A. — 0031 13
FRANKEL, A. Robert — 0626 68
Franklin Mint Art — 0628 69
Franklin Mint — J. Hodgson — 0563 63
Franklin Mint — Francis D. Margulies — 0036 13
Franklin/Rapid/Dart Org. — G. Girten — 0397 47
Franklin Simon Stores — R. Wessel — 0340 36
Franklin Square Hosp. — K. Steele — 0588 66
Franklin Sq. Hosp. — K. Steele — 0597 67
FREDE, Joel — 0499 59
Frederick Atkins, Inc. — Charles Veysey — 0002 .. 7
FREDERICK, William D. — 0233 40
Frederick's Of Hollywood — F. Mellinger — 0313 . 31
French Associates — G. French — 0549 59
FRENCH, George — 0549 59
Friars of Atonement — W. Murphy — 0468 55
Friars of Atonement — R. Pastore — 0461 55
FRIEDMAN, Jerry — 0381 43
FRIEDMAN, Warren — 0203 18
FRITZ, William L. "Bud" — 0045 22
Frostline, Inc. — D. Johnson — 0432 51
FTC — Joan Berstein — 0004 7
F.T.C. Chicago — Robert L. Camenisch — 0206 .. 18
FTC, C. Taggert — 0688 76
Fuller & Dees — J. Lueck — 0477 56
Fuller & Dees — J. Lueck — 0492 57
Fuller & Dees — J. Mazanodith — 0687 76
FULTZ, J.G. — 0293 27
FUND RAISING
"Bank Roll Called Yonder, Be There" — 0596 ... 67
Boston Museum Of Fine Arts — 0268 26
Boys Home Stages Shows — 0751 82
Building a Pro. For Your Inst. — 0459 55
Case Hist. of Planned Giving — 0468 55
Cat./Mag., FR Idea for Boys Clubs — 0742 81
Cities in Crisis — 0640 71

Coalition for Public Good — 0651 71
Commemorative Gift & How to Get It — 0471 ... 55
"Congressional Support" — 0582 66
Corporate Social Responsibility — 0650 71
Crack. Found. Supp. For Small Hos. — 0606 67
Cultural Needs — 0646 71
Demographics — 0458 55
Develop. Major Gift Prospects — 0460 55
Diocesan Development Programs — 0455 54
Education Needs — 0641 71
Employment Service For Fund Raisers — 0362 . 45
Energetic DM Gets Big Results — 0765 84
Ethical Practices In Fund Raising — 0473 55
Fabulous American Volunteer — 0242 33
Foundation in Hospital Serves FR — 0701 77
"Foundation Support" — 0583 57
Fund Raising — 0203 18
Fund Raising — 0143 ..... inside rear cover
Fund Raising Lists — 0480 56
Fund Raising Lists: Are They Unique — 0637 ... 69
"Future of Charit. Contrib." — 0593 66
"Get. Fair Share of Char. Dollar" — 0586 66
Good Sam. Award Lunc. — 0465 55
Great Fund Raising Ideas — 0638 69
Health Need — 0642 71
Hospital Funding — 0452 54
How Pro. Counsel Can Help — 0469 55
How to Estab. and Endow. Program — 0604 ... 67
"How to Motivate your Trustees" — 0590 66
How to Motivate Your Trustees — 0602 67
How to Start an Appeal Program — 0606 67
"Ident. Needs & Devel. Resources — 0585 66
"In-House Graphics" — 0588 67
Keeping Foundation Records — 0608 67
Labels Gain First Time Donors — 0752 82
Mail Fund Raising Comes Of Age — 0113 19
Membership Growth — 0119 23
Methods for Donor Recognition — 0609 67
Mission for Voluntary Action — 0653 71
NAHD National Awards — 0610 67
New Demands on Private Sector — 0649 ... 71
New Foundation Priorities — 0644 71
New Mass Marketing Techs. — 0472 55
On Pack.: Art & Copy — 0461 55
Organizing The Political Campaign — 0252 ... 2
Overlook of Govt. Relate to F.R. — 0451 ... 54
Planning A Mailing — 0457 55
Political FR Highlight — 0269 26
Pomona Plan for Hospitals — 0597 67
Priest Serves As Fund Raiser — 0410 49
Program to Up Endowments — 0598 67
Public Opinion Polls & Communication — 0652 .. 71
Putting First Things First — 0450 54
Raise $ thru Deferred Giving — 0599 67
Reactor Panel — 0584 57
Rec.-keeping and Evaluating Prosp. — 0605 ... 67
School FR's Involve Donors — 0766 84
Secondary School Devel. — 0454 54
Securing Found. Support — 0464 55
Sem.II; Crime and Social Problems — 0648 ... 71
Sem.II; Minority Problems — 0647 71
Sem.II; Religion and the Community — 0643 ... 71
"Ser. Ava. from Out. F.R. Counsel" — 0591 ... 66
Statistics & Testing — 0462 55
Supporting Educ. Inst. — 0453 54
"The P.R. Relationship to Develop." — 0589 ... 67
The P.R. Relationship to Develop. — 0603 67
Triple Premium Works for FR-0753 83
Trust Accountants and tax men — 0594 66
Unicef Assists Child. in Self-Help — 0702 77
Vicentury Plan Continental Room — 0595 66
"Working With Cong. Cal. Room" — 0587 66
Your Right Share of Estate — 0463 55
Youth in Fund Raising — 0636 69
FURNESS, Betty — 0137 ..... inside rear cover
FURST, Austin O., Jr. — 0053 15
FURTH, Joseph — 0727 79
FUTCH, Nelson — 0057 15

G

GABUSI, John — 0168 1
GAFFNER, Haines — 0224 44
Galaxy Foods, Inc. — Arthur Lee — 0223 26
GAMBLE, William C. — 0063 14
GANCI, Rosemary — 0632 69
Gannet Newspapers — V. Spezzano — 0138 . rear cover
GANS, Leo — 0479 56
GANZALEZ, Efren — 0131 9
GARFIELD, Dr. Eugene — 0148 9
GARFIELD, Dr. Eugene — 0148 ..... rear cover
GARFIELD, Dr. Eugene — 0148 24
GARR, Natalie — 0637 69
GARTNER, Joseph — 0196 18
G.B. Postal Service — L. Kingsbury — 0532 61
GAUTHIER, I. Rip — 0423 50
Geisinger Med. Center — V. Schafmeister — 0598 . 67
GELB, Herb — 0490 57
GELFOND, Leon — 0388 47
GELS, Clarence B. — 0541 61
GENERAL
Audio/Visual Publishing — 0317 39
Before, During and After OSHA Ins. — 0486 57
Building Distributor Image — 0278 27
Changing Economic Mechanisms — 0131 9
Chicken Or The Egg — 0178 11
Closing Luncheon — 0639 69
Consumerist Future — 0356 38
DM Analysis — 0106 37
D.M. and the Future — 0704 77
DM Workshop — 0103 37
Direct Mail Student Seminar — 0200 18
Distributor Image — 1973 — 0280 27
Economic Prospects — 0190 11
Effective Distributor Cataloguing — 0290 27
Exemplary Information Products — 0126 9
Funding Prospects — 0318 39
Future Of Retailing To The Year 2000. — 0002 .. 7
Gold and Silver Luncheon — 0620 68
Guidelines for Future Info Products — 0130 ... 9
"Hand. Grow. Pain within Org. Lev." — 0550 .. 58
How One Writer Got Published — 0738 81
How to Communicate — 0049 41
How To Use Canadian Zip — 0293 27
How To Win An Election — 0251 2
Hun. Mil. Cl. Told Probs. — Solutions — 0492 .. 57
If I Had It All To Do Over — 0141 .. inside rear cover
Info Industry 50% GNP By Year 2000 — 0148 .. 24
Information Industry — 0148 9
Info Supermkt Provide Processed Facts — 0149 . 24
Join the Canadian Club — 0630 69
Key Education Markets — 0316 39
Key Issues In Gov/Industry Relations — 0127 .. 9
"Licensing" — 0730 79
Let Ideas Change Your Business — 0240 40
Luncheon Session — 0547 61
Mail Order is Fun if Playing Games — 0682 74
Manufacturer Distributor Comm — 0279 39
MASA Problem Clinic — 0491 57
Motivation Moves Mountains" — 0729 79
New Materials — 0320 39
New Yorker Writes on Letters — 0406 48
Planning, Designing Showroom — 0383 43
P.R. For Direct Mail — 0180 11
Product Planning: Is There A Market? 9
Product Validation — 0321 39
Protecting Under Copyrights — 0361 44
Public Relations Contribution To Profits — 0285 . 27
Radically Altered Environment In 1973 — 0007 .. 7
Research — 0324 39
Respect Consumerism — 72 CMSI 8 C 1 35
Russians Ready To Expand U.S. Trade — 0308 . 31
Saving On Those Phone Costs — 0041 22
Shanker Speech — 0319 39
Solar Company Future Sunny — 0192 25
Success Is . . . Learn Keys To Success — 0266 .. 33
Success Is . . . People Doing Jobs Well — 0265 . 33
Supermarkets To Serve Info Seekers — 0149 .. 9
Supporting 2000 Distributors — 0281 27
Telling The 'Second Source' Story — 0282 27
10 Important Impact on DM Today — 0695 77
Urge Change In Image of Salesman — 0416 50
What Bugs Me Panels — 0157 ... inside rear cover
What's Coming In The Consumer Move — 0033 . 13
General Building Corp. — William L. "Bud" Fritz .. 22
General Dev. Co. — J. Palumbo — 0530&1 61
General Edu Learning — M. Sanderman — 0201 .. 18
General Electric — G. Hubbard — 0569 64
General Learning Corp. — Mike Israel — 0325 ... 39
General Mills — J. McLane — 0750 82
George J. Abrams Inc. — G. J. Abrams — 0240 .. 40
George Washington U. — R. Eastin — 0621 68
GESSER, Philip — 0719 79
Giant Stores — Esther Peterson — 0239 40
Giant Stores — T. Kaufman — 0386 43
GIBBS, A Gardiner — 0337 32
GILL, Brendan — 0406 48
GILLESPIE, Mike — 0279 27
GILLILAND, Richard — 0201 18
Gilman H.S. — R. Carter — 0454 54
Gimbels in Pittsburgh — R. Schwartz — 0236 40
GINGERY, Lee — 0094 22
GIRTEN, George — 0397 47
GITTLESON, Bernard — 0159 25
Glamour Magazine — Monica Lesko — 0087 16
GLASER, Milton — 0408 48
GLASS, Marc — 0387 43
GLASS, Marc — 0381 43
GLASSCOT, Jack — 0478 56
Global Mailing List — K. Boxler — 0069 37
GODMAN, John — 0561 63
GOERING, Erwin C. — 0608 67
GOHEEN, F. Robert — 0644 71
GOLD, Laurence N. 0074 15
GOLD, Norman — 0020 ..... behind front cover
GOLDBERG, David — 0672 75
GOLDBERG, Milton — 0006 7
GOLDBERG, Paul — 0329 30
GOLDBERG, Paul — 0474 56
Goldberg & Sons — M. Marks — 0484 57
GOLDEN, Alfred — 0300 30
GOLDEN, Alfred — 0411 49
Golden 50-Mike Posen — 0312 44
GOLDMAN, Robert W. — 0381 43
Gold Metal Hail Prod. — W. Vomack — 0556 62
GOLDNER, Bernie — 0659 73
GOLDSTEIN, Henry — 0469 55
GOLDSTEIN, Seth — 0318 39
GOLDSTROM, Steve — 0434 52
GOMEZ, John — 0486 57
GOODLOE, Al — 0155 24
GOODMAN, Alan — 0197 18
GOODWIN, Mike — 0734 80
GOODWIN, Norma — 0642 71
GOSDEN, Freeman F., Jr. — 0111 19
GOULD, Robert — 0381 43
GOVERNMENT AGENCIES
Regulations — FTC & Insurance — 0206 18
Grand Showrooms — W. Preis — 0611 72
Grand Valley State College — J. Nemens — 0442 .. 52
Grand Way — C. Miller — 0498 59
GRANT, James E. — 0335 32
GRANT, M. Mary — 0676 75
Graphic Technic Ser. — C. Creason — 0681 74
GRAY, John — 0284 27
Great West Life Canada — Roger Williams — 0216 . 21
Greater Buffalo Press — Peter Vogt — 0237 40
GREEN, Edward — 0201 18
GREEN, Ron — 0440 52
GREER, M. Alan — 0479 56
GREER, Allen — 0394 47
Grey Advertising — Bob Murphy — 0227 40
GREYSER, Prof. Stephen A. — 0009 7
GRI Corp. — Ben Tallman — 0076 15
G.R.I. Corp — R. Markman — 0201 18
GRIBBS, Roman — 0640 71
GRIFFIN, Thomas — 0206 18
GRIGGS, John II — 0027 22
GRING, Richard — 0234 40
GRISWOLD, James — 0268 26
Grolier Education Corporation — Alex Platt — 0321 . 39
GROSLEY, John — 0387 43
Grand Union Co. — Bertram S. Kaiser — 0002 7
Grand Union Co. — C. J. Miller — 0007 7
Grand Union Company — Jean F. Judge — 0005 .. 7
Grant, Wright & Baker — W. J. McCann — 0090 .. 18
Grant, Wright & Baker — W. McCann — 0196 ... 18
GRI Corp. — Ben Tallman — 0069 37
Griswold & Eschleman — B. Livingston — 0738 .. 81
GROLIER, D. Cerelli — 0626 68
Grolier Enterprises — D. Stark — 0630 69
Grolier Ent. — H. Lefort — 0632 69
Grolier, Inc. — Norman Trachtenberg — 0036 .. 13
Grolier, Inc. — R. B. Clarke — 0116 19
GROSS, Marvin — 0562 63
GROVES, Al — 0731 80
GRUPENHOFF, K. John — 0587 66
GTE Sylvania, Inc. — William R. Dixon — 0077 .. 23
GUNNESS, C. Robert — 0650 71
GUTHMAN, Sig — 0545 61
GUTTMAN, C. Donald — 0032 13
GUZOFSKY, Elliot — 0219 21
GUZOFSKY, Elliott — 0428 51
GUZOFSKY, Elliot — 0623 68
GWIN, John — 0623 68

H

HAASE, Ray — 0206 18
HAINES, Peter — 0201 18
Halbert's, D. Haslinger — 0275 36
Halbert's — D. Haslinger — 0403 49
HALL, L. George — 0442 52
HALL, Murray — 0035 13
HALL, Murray — 0016 19
HALL, Murray — 0401 48
HALL, Murray — 0477 56
HALL, Murray — 0626 68
HALL, William — 0730 79
HALLIDAY, Keith — 0418 50
Hamel Pub. — R. Hamel — 0662 73
HAMEL, Ray — 0662 73
HANAU, Robert — 0164 1
HANAU, Robert — 0418 50
HANAU, Robert — 0478 56
HANDLY, James — 0548 62
HANDWERK, I. Paul — 0481 53
HANKIN, Mort — 0118 23
HANSON, Joseph L. 0057 15
HARASCIAK, J. — 0198 18
HARPER, Rose — 0017 ..... behind front cover
HARPER, Rose — 0500 59
HARPER, Rose — 0632 69
HARRIS, Ed — 0660 73
HARRIS, John A. — 0195 18
HARRIS, Louis — 0007 7
HARRIS, Wendell — 0692 76
HART, Max — 0480 56
HART, Mel — 0204 18
Harvard University — Prof. S. Greyser — 0009 ... 7
HASLINGER, Dennis — 0275 36
HASLINGER, Dennis — 0403 49
HASSE, Raymond — 0631 69
HAVERCROFT, R. William — 0630 69
H.B. Davis Co. — Marc Glass — 0382 43
H.B. Davis Co. — Marc Glass — 0387 43
HEANEY, James A. — 0282 27
Hearst Magazines — Larry Flynn — 0124 24
Heather, E.W. — 0630 69
Hecht Co. — Stephen B. Thorpe — 0237 40
Hecht Co. — S. Thorpe — 0502 59
HEDBERG, Roy — 0019 ..... behind front cover
HEFTER, David — 0196 18
HEGARTY, Joseph — 0105 37
HENDERSON, C. Kerry — 0419 50
Hendry House — Mrs. Gay Hendry — 0088 16
HENDRY, Mrs. Gay — 0088 16
Henry Field Seed — Lee Gingery — 0094 22
HENSTRAND, Oke R. — 0291 37
Herbert A. Watts Ltd. — R. Gauthier — 0423 50
HERMAN, Grant — 0541 61
HERMAN, Jack — 0587 66
HERRING, Dr. Conyers — 0127 9
HERSHEWAY, Charles — 0700 77
Hewlett-Packard — W. Robson — 0440 52
H.G. Fathers — N. Carrol — 0456 54
H.G. Fathers — N. Carrol — 0451 54
Hibbert Co. — B. Moonan — 0490 57
Hibbert CO. — R. Moonan — 0518&9 60
HICKS, John — 0315 42
Higbee's — Chester Edwards — 0341 36
Hildreth Press — Robert H. Duck — 0105 37
Hill Advertising, Inc. — George Hill — 0008 7
HILL, George — 0008 7
HILL, Jack — 0052 15
HILL, Lawson — 0191 25
HITES, Harry — 0064 14
HITES, Harry — 0631 69
H. J. Kaufman Agency — G. Idelson — 0008 7
HOBBS, C. Gurnie — 0416 50
HODGINS, M. Kay — 0626 68
HODGSON, S. Richard — 0628 68
HOEFLINGER, P. William — 0540 61
HOFFMAN, Ed — 0667 73
HOFFMAN, Jerome — 0121 24
HOKE, Pete — 0287 27
HOKE, Pete — 0351 38
HOKE, Pete — 0449 53
HOKE, Henry R. — 0070 37
HOKE, Henry R., — 0622 68
Hoke Communication — Jim Atkins — 0046 41
Hoke Communications, Inc. — Pete Hoke — 0351 . 38
Hoke Communications — P. Hoke — 0449 ... 53
Hoke Communications — P. Hoke — 0070 ... 37
Hoke Communications — H. Hoke — 0622 ... 48
HOLDEN, Rev. Edgar — 0473 55
Holden Target Ret. — D. Diederich — 0446 53
HOLLINGS, Senator Ernest F. — 0162 1
HOLLINGSWORTH, Cecil — 0057 15
HOLLOWAY, George — 0143 ... inside rear cover
Hooker Chem. — W. Christopher — 0709-11 78
Hospital Foundation — P. McMurray — 0452 54
Hospital Fund — J. Vitello — 0586 66
Houghton Mifflin Co. — Charles Butts — 0100 ... 37
House P O Sub-Committee — R. Barton — 0168 .. 1
House P S Sub-Committee — J. Gabusi — 0168 .. 1
HOWARD, James E. — 0081 23
HOYT, Coleman W. 0163 1
HOYT, A. John — 0463 55
HUBBARD, Grady — 0569 64
Hub Mail — B. Bernheimer — 0491 57
HUDNALL, Kenneth — 0286 27
HUDSON, P. Howard — 0671 75
Hughes Aircraft Corp. — M. Carpenter — 0400 ... 48
HUNT, David — 0439 52
Huntington Public Library — J. Peyser — 0442 ... 52
Huntington Public Library — S. Ransom — 0442 .. 52
Hunt. & Ass. — J. Huntsinger — 0470 55
HUNTSINGER, Jerald — 0470 55
HURLEY, Webster — 0725 79
Huron Rd. Hospital — E. Goering — 0608 67
Hydeman & Mason — John Burzio — 0054 .. 15
HYSELL, Fred — 0204 18

I

IBM Corp. — J. McMahon — 0439 52
INBEX — A. Gardiner Gibbs — 0337 32
IDELSON, George — 0008 7
IFFT, A. Harold — 0464 55
Ill. Ass. of Life Ins. Co.s — 0724-30 79
Illinois Bank — A. Theriault — 0528&9 60
Ill. Dir. Ins. — F. Mauck — 0724 79
Illinois Ins. Assoc. — W. Hall — 0730 79
Ill. Ins. Co. — B. Epton — 0726 79
Illinois U. — D. Berlo — 0617 68
Imperial Albums — J. Lutz — 0615 72
Industrial Distribution — Keyy J. Cannon — 0280 . 27
Industrial Dist News — M. Gillespie — 0279 27
Information, Inc. — E. Schwartz — 0067 36
Information Indust. — P. Zurkowski — 0674 75
Info Handling Services — E. M. Lee — 0132 9
IIA — Dr. Eugene Garfield — 0148 9
IIA — Paul Zurkowski — 0131 9
IIA — Paul Zurkowski — 0149 24
Inland Manufacturing Co. — Roger Lestre — 0152 . 24
Innova Inc. — L. Sobel — 0742 81
Innove Inc. — H. Peretz — 0742 81
Inst. for Scien. Info — Dr. Garfield — 0148 . rear cover
Ins. Co. of North America — D. Hunt — 0439 52
Inter. Corres. Schools — W. Donovan — 0097 ... 36
Intermart Group — E. Harris — 0660 73
Internal Revenue — J. Kelly — 0451 54
Internal Revenue, N. Morill — 0518&9 60
Int. Bank Car. Ass. — R. Dodge — 0533&4 61
International Business Mach — W. Carlson — 0128 . 9
Int. Cash Card, Chic., Ill. — J. Jewell — 0696 77
International Data Corp. — P. McGovern — 0130 . 9
International Exec. Ser. — L. Ewald — 0650 71
International Group Plan — D. Kestel — 0631 69
International Post. Serv. — A. Brown — 0533 61
International Tape Assn. — L. Finley — 0444 52
Inter-vest Coin — M. Ellman — 0679 74
IRELAND, M. Paul — 0590 66
IRELAND, M. Paul — 0602 67
ISRAEL, Mike — 0325 39

J

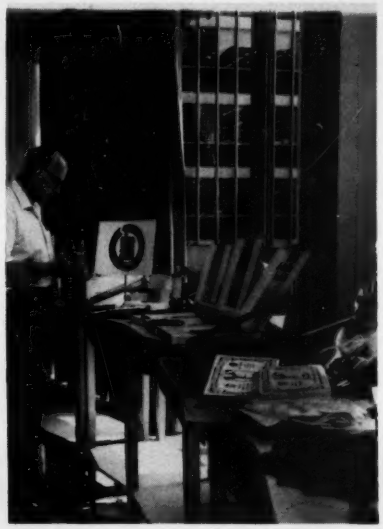
JABENIS, Elaine — 0342 36
Jack Byrne Adv — J. Byrne — 0059 ..... rear cover
JACOBSOHN, Richard — 0197 18
JACOBS, Paul — 0514&5 60

JACOBSON, Elmer — 0533&4 61
JACOBUS, George Jake — 0136 24
JAFFEE, J. — 0728 79
James H. Karoub Assoc. — Jim Karoub — 0061 .. 14
James Kobak, Inc. — James B. Kobak — 0034 ... 13
JANES, Barbara — 0589 66
J. B. Kobak, Inc. — J. Kobak — 72 DMCS 35
JAYME, Bill — 0405 48
Jay Ward's Catalog — R. Ward — 0013 12
Jay Ward's Catalog — R. Ward — 0013 12
J.C. Penney Co. — H. Evans — 0006 7
J.C. Penney Co. — June R. Thursh — 0008 7
J.C. Penney Co. — William Fleanor — 0233 40
J.C. Penney Co. — Woodrow P Campbell — 0002 . 7
Jesuit Seminary — Father Dahlke — 0143 .. rear cover
Jesuit Sem. & Mis. Bureau — R. Dahlke — 0638 .. 69
Jesuit Sem. & Mis. Bureau — R. Dahlke — 0462 .. 55
Jesuit Sem. & Mis. Bureau — R. Dahlke — 0472 .. 55
JEWELL, Jerry — 0696 77
J.G. Ferguson Pub Co. — R. Snyder — 0301 ... 40
J.L. Hudson — E.D. Fisher — 0075 36
JOHNSON, Bert — 0201 18
JOHNSON, Dale — 0432 51
JOHNSON, C. Raymond — 0641 71
JOHNSON, Tom — 0324 39
Johnston's Vitamin Products — D. Malm — 0425 .. 51
JONES, Bob — 0015 ..... behind front cover
JONES, Bob — 0409 49
JONES, Joseph F. — 0163 1
JONES, F. Joseph — 0524&5 51
JONES, F. Joseph — 0532 61
JONES, Richard — 0052 15
Jordan Marsh Company — Ronald Ruskin — 0227 . 40
Jordan Marsh in Boston — Lee Slayton — 0236 ... 40
Jordan Marsh in Florida — Dan O'Brien — 0238 .. 40

JORDAN, Bob — 0145 ..... inside rear cover
JORDAN, Richard — 0081 23
JORDAN, Robert — 0518&9 60
JUDGE, Jean F. — 0005 7
Junior Achievement — H.A. Ifft — 0464 55
J. Walter Thompson — Richard Jones — 0052 ... 15
J. Walter Thompson Co. — Dr. Barnum — 0441 .. 52

K

KABAKOW, Ed — 0249 33
Kable Printing Co. — F. W. Powers — 0163 1
Kable Print. — G. Herman — 0541 61
KAHN, Stephen — 0511 59
KAISER, Bertram S. — 0002 7
KALBACH, John — 0305 30
KANE, Gene — 0488 57
KANE, Jack — 0488 57
KANE, Rex — 0427 51
KAPNER, S. William — 0422 50
KARBO, Joseph — 0355 45
Karoll's Mens Fashion — Sam Karoll — 0008 7
KAROLL, Sam — 0008 7
KAROUB, Jim — 0061 14
KARVONIDES, Con — 0144 ..... inside rear cover
KASSLER, Murray — 0383 43
KATZ, Lillian — 0363 45
KAUDER, Al — 0632 69
KAUDER, Al — 0670 74
KAUFMANN, Bob — 0485 57
KAUFMAN, Mike — 0100 37
KAUFMAN, Mike — 0138 ..... inside rear cover
KAUFMAN, Therodor — 0386 43
KAUFMANN, H. Myron — 0477 56
KAWA, Jack — 0387 43
Kaye . . . Handler — D. Goldberg — 0672 75
KAYES, Alan — 0518&9 60
KAYES, Alan — 0626 61
KEENAN, H. Anthony — 0630 61
KEENEY, Richmond Max — 0119 23
Keller & Heckman — W. Borghesani, Jr. — 0003 . 7
KELLOGG, Tom — 0474 56
KELLY, Al — 0210 21
KELLY, G. Frank — 0596 66
Kelly, Ketting, Furth, Inc. — J. Furth — 0727 79
KELLY, F. John — 0451 54
KENNERLY, John — 0338 34
KENYON, Richard — 0555 58
KERSHAW, Andrew — 0208 21
Kerr Association — D. Kerr — 0552 58
KERR, Dorothy — 0552 58
KESSLER, Arron — 0134 41
KESTEL, H. David — 0631 69
KESTNBAUM, D. Robert — 0626 68
Kest. & Co. — R. Kestnbaum — 0626 68
KILIAN, Ann — 0048 14
KILLIAN, Bill — 0502 59
KING, F. James — 0452 54
KINGSBURY, H. Leslie — 0532 61
Kiplinger Wash Editors — S. Mayes — 0038 20
Kip. Wash. Ed., G. Fitzpatrick — 0632 69
Kiplinger Editors — J. Murchake — 0539 61
KISLIK, Louis A. — 0164 1
KISLIK, A. Louis — 0535&6 61
KISLIK, A. Louis — 0639 69
KLASSEN, E.T. "Ted" — 0169 1
KLASSEN, E.T. — 0513 60
KLASSEN, E.T. — 0545 61
KLEIN, Ted — 0477 56
KLEIN, Ted — 0632 69
KNAUER, Virginia — 0626 68
Knowledge Industry Pub — E. Sigel — 0316 39
Knowledge Industry Pub — E. Minsker — 0130 .. 9
Knowledge Industry Pub — E. Minsker — 0316 .. 39
KNOWLES, L. Bulford — 0537&8 61
KNOWLTON, Thomas R. — 0110 19
KNUDSON, Kenneth — 0528&9 61
KOBAK, James B. — 72 DMCS 8 C 1 35
KOBAK, James B. — 0034 13
KOBS, Jim — 0066 15
KOBS, James — 0196 18
KOCHERSPERGER, Earl — 0557 62
KOLTAY, Emery — 0673 75
K & O'R Association — J. King — 0452 54
KORN, Edward — 0339 36
KOVEN, Jean Claude — 0496 58
Krantzten Studio — B. A. Rawlins — 0081 23
KRUPIN, Arnold — 0665 73
KRMC — R. Crohn — 0480 56
KUMBLE, Barbara — 0141 ..... inside rear cover
KUMBLE, Barbara — 0329 30
KUNEC, Joseph L. — 0586 59
KURNIT, Shepard — 0620 68



L

LAKE, Joyce — 0474 56
LANE, Ken — 0210 21
LANE, Ken — 0707 80
LANGMAACK, Charles J. — 0539 61
LARSEN, James — 0520&1 60
La Salle Extension — E. Green — 0201 18
LASKY, Martin — 0384 43
L.A. Times — Fred Rauschenburg — 0065 ... 14
LAUDERDALE, Mary — 0135 41
LaVALLE, Tom — 0474 56
LAVENSON, James H. — 0441 52
LAWSON, B. Alfred — 0595 66
LEAD GETTING
Ads Geared to Lead Getting — 0045 22
Don't Waste Your Sales Follow-Up — 0291 ... 37
Inquiries For Increasing Sales — 0283 27
Lead Generation — 0201 18
New Customers Via Movies — 0042 36
LEAD GETTING — DM
Club Grows with Mag. & Benefits — 0737 81
Playboy Premium to Oil Men — 0559 62
Premiums Are Family Business — 0692 76
Reaching Teen. Mk. Thru. Dir. Res. — 0511 ... 59
Salesmen Track DM Leads — 0678 74
LEAD GETTING — SALESMEN
Aid Sale find Lead is Funct. of D.M. — 0448 53
Employees Sell Insurance — 0613 72
Husband Wife DM COOKWare — 0664 73
LEARMAN, Kenneth — 0381 43
Learn, Inc. — L. Schwartz — 0306 42
Leasco Info Products — W. Walther — 0132 ... 9
Lebhar-Friedman — R. Birnbaum — 0516&7 60
LEDER, H.I. — 0498 59
LEE, Arthur — 0223 26
LEE, Edward M. — 0132 9
Lee Wards — L. Anderson — 0624 68
LEFORT, J. Henry — 0632 69
LEIBOVITZ, Herb — 0023 ..... behind front cover
LENTZ, James — 0083 23
Leo Burnett, Inc. — William Oberholtzer — 0078 . 23
LEON, Symour — 0610 67
Lepidiota Bimac — T. Taylor — 0482 53
LESKO, Monica — 0087 16
LESTER, Roger — 0152 24
LETICA, Helen — 0327 30
LEVENBERG, Howard — 0105 37
LEVINSON, Joe — 0683 76
Lewis Fruit Co. — F. Schultz — 0624 68
LEWIS, John — 0132 9
Lewis Kleid Co. — R. Harper — 0500 59
Lewis Kleid — R. Harper — 0632 69
L.I. Business Review — Paul B. Townsend — 0285 . 27
LIEBOVITZ, Herb — 0023 13
LIEPOLD, Bob — 0095 22
Liggett & Myers, Inc. — Samuel White — 0050 ... 15
Lilly Endowment — L. Bolling — 0652 71
LIND, Norman — 0480 56
LIND, Norman — 0637 69
LINDEKE, Bruce — 0429 51
LIONE, Henry — 0471 55
List Management, Inc. — Fred Allen — 0001 20
Listmark Computer — H. Brock — 0123 41
LISTS — FULFILLMENT
Address Changes Rate To Priority — 0086 16
College Market Good for Mag Subs — 0754 83
Expert in Less Than 7 Days at IBM — 0122 41
Fresh Ideas Boost Sales/Image — 0686 76
How Publisher Learned Circulation — 0055 15
Out-Of-Country Computer — 0124 24
Simple English Best Computer Code — 0121 ... 24
U.S.P.S. and Circulation In the 70's — 0054 .. 15
1970 Census Producing Results — 0053 15
LISTS — MARKETS
B'dictine's Aby. Pr., Pros. in Lts. — 0558 62
Black Market Steady Business — 0556 62
Census Tract Use Can Cut Mailing Costs — 0084 . 16
College Mrkt. Reached — 0736 81
Computer Applications — 0205 18
Computer Its Maturity — 0018 ..... front cover
Computers The Next Generation — 0330 30
Computer Tied To Bank Charge List — 0346 ... 34
Consumer/Mail Order Lists — 0477 56
Creative Use Lists — 0017 ..... front cover
D.M. in Pharm.; Do Physician Resp. — 0493 ... 58
How Cleveland Press Use Lists — 0295 27
Longines List 2 MM, Expanding Lines — 0748 .. 81
Media, Lists & Test Plan — 0395 47
Newspapers/DM to Reach Audience — 0065 .. 14
New Babies List Offered — 0413 49
Sheats Assoc Wide Service
LIST MANAGEMENT
Conception of Canadian List — 0218 21
Dramatized Case Study — 0475 56
How to Activ. and Reactivate Cust. — 0624 ... 68
I Am Phil's List Consultant — 0327 30
Learning About Lists — 0474 56
Lists — 0195 18
Lists, Lists, Lists! — 0632 69
List Managers Function — 0001 20
List Manag. Takes Steps to Profit — 0697 77
MAGI Growing Sales Up — 0359 45
Mailing List Management — 0069 37
Newsday Now In DM Business — 0333 31
LIST RENTAL
Business and Industrial Lists — 0479 56
Downe Profits From List Rentals — 0358 ... 45
Mass Compiled Lists — 0478 56
LIST MAINTENANCE
Computer Useless Unless Programmed — 0123 . 41
List Cleaning Ups Response 20% — 0691 76
Production Process — 0397 47
Refining Lists & Predicting Response — 0420 .. 50
Time Matches Census Data to Zips — 0156 .. 25
VP of Dependable Lists Talks Shop — 0690 ... 76
Xerox Cust. Selection System — 0732 80
Listservice — S. Mandel — 0697 77
Litz Adv. — F. Litz — 0554 58
LITZ, J. Francis — 0554 58
LIVINGSTON, Bernard — 0738 81
LIVINGSTON, Donald — 0004 7
LJUNGREN, Roy — 0142 ..... inside rear cover
LJUNGREN, Roy — 0448 53
LOCHER, Robert J. — 0003 7
LOCKHARDT, Vance — 0550 58
LOESCHMANN, Hans — 0176 19
LOEWINSTEIN, M. Jordan — 0554 58
LONG, Richard — 0196 18
LONGENECKER, E. Herbert — 0641 71
Longines Symp. Soc. — A. Southard — 0630 69
Longine Witnauer — B. Bartner — 0748 81
LOONEY, Richard J. — 0130 9
Loral Corp. — James A Heaney — 0282 27
Louis Harris & Associates — Louis Harris — 0007 . 7
LOUKOTKA, Joseph — 0518&9 60
LOVESY, Craig — 0554 58
LOWE, Helen — 0453 54
LUECK, James — 0477 56
LUECK, James — 0492 57
LUFKIN, Dan W. — 0007 7
LUNTZ, Jerome D. — 0127 9
LUNTZ, Jerome — 0675 75

LUSTIG, Ed — 0487 57
LUTZ, James — 72 DMCC 8 C 1 35
LUTZ, John — 0615 72
LYNCH, P. Francis — 0542 61

M

Maas Bros. of Florida — W. Frederick — 0233 ... 40
MAC BEAN, L. John — 0598 67
MacKAY, J.A.H. — 0630 69
MACKEY, M. James — 0455 54
MacLEOD, Ian — 0210 21
MacQUARRIE, Ivan — 0210 21
Macy's New York — Edward Korn — 0339 36
Macy's — M. Rosenblum — 0505 59
MAGEL, Frank — 0522&3 61
Magiera Co. — P. Magiera — 0682 74
MAGIERA, David — 0682 74
MAGIL, Howard — 0632 69
MAI, F. Charles — 0463 55
Mai/Con Assoc. — Rev. Rioux, C.S.C. — 0410 ... 49
Mail Express — B. Czachowski — 0532 68
Mail Lists — J. Oldstein — 0474 56
Mail Man — G. Seitz — 0681 74
Mail Mark. Prod. — H. Magill — 0632 69
Mail-O-Plate — M. Schneiderman — 0489 57
Majestic Cat., Chic., Ill. — L. Roseth — 0668 73
MALM, Donald — 0425 51
MALTIN, Stuart — 0634 69
MAIL ORDER-BUSINESS
Bible Out in 200 Languages — 0733 80
Business Mailbox — 0625 68
Buying System Gives Credit for Cash — 0969 ... 77
Future for Co-op DM — 0756 84
Grand Union Opens Catalog Shwroom — 0611 .. 72
Halted MO Op. Takes Payoff — 0667 73
Industrial — 0204 18
Industrial DM — 0142 ..... inside rear cover
Mail Brings Customers To Office — 0152 24
Maintenance Products Sold By Mail — 0352 ... 38
MO Sells for Dow Chemical — 0030 41
MO Used With Gusto To Sell Mag Ads — 0193 .. 26
New Zip Dir. Saves Time — 0557 62
NY Booms with Catalog Showrooms — 0612 ... 72
Order Discounts Pull for MO Op. — 0668 73
Private Phone Systems Growing — 0095 22
Roundtable Sweeps/Premiums, Techs. — 0703 . 77
Sample Chemicals Used In Campaign — 0310 .. 31
Schwartz Builds Larger MO Operation — 0665 .. 73
MAIL ORDER CONSUMER
Abel Co. Sells 3.5 Million Books A Year — 0336 . 32
Adult Games For Mktg. — 0360 42
Audobon Gets Members By DM — 0364 45
Avoiding Complaints — 0036 13
Betting By Mail Big Business In UK — 0338 ... 34
Boat Owner's Sales Up — 0044 14
Book Promo Copy Based on Manuscript — 0067 . 36
Books & Records — 0056 15
Books Sold By Ads & Mail — 0277 27

Books Sold By Mailing To Schools — 0301 ... 40
Borden Inc. Starts DM Campaign — 0663 73
Cadence Horoscopes By DR — 0159 25
Cal. Entyom. Sells Insects By Mail — 0482 53
Card Pack Builds Book Sales — 0073 .. rear cover
Catalog Sells To Overseas Market — 0307 30
Christmas Mailings Set By Ambassador — 0401 . 48
Clash With FTC Triggers Change — 0424 51
Co. Sells Computer Service By Phone — 0305 .. 30
Consumer Packaged Goods Field — 0050 15
Consumer Paper Offers Freebys — 0496 58
Consumer Response in Cosmetic Mrk — 0660 .. 73
Consumerism — 0174 11
Consumerism Believe It — 72 DMCC 35
Cordura Revamps Marketing Services — 0225 .. 34

Country Gourmet Catalog Successful — 0363 .. 45
Credit & Collection — 0197 18
Credit & Collections — 0023 ... behind front cover
Credit Rules Must Be Flexible — 0023 13
Credit Setup Used By Shopping Plan — 0412 ... 49
Customer Awareness — 0275 36
Customer Referrals Jogs Vitamin Sales — 0425 .. 51
DM Turns Loss To Profit — 0300 30
Direct Mail Mini-Institute — 71 BOS 32 C 2 & c 9 . 32
Direct Mail Mini-Institute — 0117 19
Discount buying basis for Club — 0347 42
DMers Sell Learning Course — 0306 42
Do-It-Yourself Outdoor Kits — 0432 51
DR Brings Enrollment — 0097 36
Exhibit Profitable For Publishers — 0337 32
Famous Schools Back In Business — 0434 52
Find Can Find Any Facts You Need — 0224 44
Food Delicates By Mail — 0427 51
Free Film Develops Customers For FCA — 0311 . 31
Fruit Cakes By Mail — 0135 41
Funny Ads Pay Off For Jay Ward — 0013 12
Gallery Sells To Intellectual Male — 0012 12
History of Mailings — 0029 22
How Publishers View Mail Order — 0010 ... 19
How Time Did It — 0104 37
How To Cushion Future Shock — 0109 19
Humor Services To Success — 0092 36
Japan Air Lines Has Unique Promotions — 0062 . 14
Junk Yard Owners Like Direct Mail — 0158 ... 25
Kenton Collection — 71 RHJH 35
Kiplinger "Boom/Bust" Letter — 0038 20
Knowing Customer Secret of Halbert's — 0403 .. 49
Land Co. List Mgr Synergism — 0136 24
Latest & Biggest Bombs of the Year — 0331 ... 30
Lawyer Sells Forms By Mail — 0335 32
Mail For Members — 0364 37
MO: Book Club & Continuity Prog — 0021 .. cover
MO Food Jumps Half in Year — 0700 77
MO: Meeting Identity Need — 0020 .... front cover
MO Vitamin Sales Healthy For GRI — 0076 ... 15
Mail Order Merchandising — 0202 18
Mail Order Pays For NY Jeweler — 0040 ... 13
Mailings, Phone Increase Sales — 0089 16
Marketing Strategy — 0101 37
MONEY Success Story — 0222 26
Movie Audiences Offer Sel Samp — 0028 22
Multi-Media Works RCA Club — 0016 22
Multimode Services Wide Range — 0093 22
Mystic Sect Recruits Followers — 0415 49
N.Y. Duplicating Service By DM — 0091 22
Nothing But Bills — 0220 21
Nuts & Bolts Of Complaint Handling — 0032 ... 13

Packaging Successful MO — 0276 36
Part-Time MO Firm Profitable For Owner — 0088 . 16
PCH Gives Away More Than $2½ Million — 0426 . 51
Pecans By Mail $1MM — 0389 47
Pepperidge Farm Like Mail Selling — 0027 22
Personalizing Your Customer Relations — 0035 . 13
Phone Catalog Works — A. Lee — 0223 26
Photo Firm Develops MO Techniques — 0011 .. 12
Premium Field Changing — 0043 13
Retail & Mail Order — 0144 .... inside rear cover
Restaurant DM Meat — 0680 74
Science Supplier Ad Methods — 0063 14
Seed Sales Germinate Profits — 0094 22
Selectivity, Charge Cards Build Retail MO — 0345 . 34
Selling The Product — 0172 11
Shoe Business Built On Mail Order — 0191 ... 25
Simulated Diamonds Sold By DM — 0304 44
Small Card Mailings Sell Big Books — 0073 ... 15
Special Consumer Program — 0626 68
Specialized Books By Mail — 0388 47
Specialized Sales Studies By Mail — 0435 52
Spengler Story — 0188 11
Sports Tabs Win With Ads — 0303 38
Study Processing To Mail Efficiently — 0118 .. 23
Successful Ideas — 0116 19
Success in DM Like Other Successes — 0296 .. 42
Sweet Sound Of Success — 0216 21
Tapes/Pix Wedded For Firms Profit — 0297 ... 27
Tele. Response Good Message Creative — 0074 . 15
30 Ideas In 30 Minutes — 0111 19
Uses Freudian Touch In Copy — 0313 31
Vanity Pub. Sells By Mail — 0399 48
Weather Forecast Promotion Tool — 0314 ... 31
Whiskey By DM For Australian Firm — 0221 ... 44
Women Like Sweepstakes — 0284 27
Youth Market Changes — 0098 23
MAIL ORDER PRODUCTS
Apparel MO Firm — 0740 81
Custom Tailoring Stamp Collections — 0615 ... 72
Find New Market In Credit Cards — 0422 50
Merchandising The Product — 0170 11
Needle In The Haystack — 0171 11
Photo. Origin. Save on Ref. Cost — 0512 .. 59
Postamatic Blossoms as Cat. Introd. — 0659 .. 73
Rozay-Markus Acts As MO Agent — 0348 36
Maison Blanche — Marcus Tully II — 0006 ... 7
MALONE, Joseph L. — 0036 13
MALTIN, Stuart — 0056 15
MANAGEMENT, GENERAL
Action Plan Better Performance — 0115 19
Employee-Employer Communications — 0485 .. 57
Cost Analysis — 0489 57
General Mills Acquires DM Firms — 0750 82
Growth and Diversification — 0490 57
How to Manage Yourself — 0627 68
Message And Image — 72 DMLA 8 C 12 .. 35
Out. Cons. Take Inside Look at Ass. — 0552 ... 58
Successful Management — 0262 37
Success Is . . . Managing Efficiently — 0262 ... 33
When In Doubt, Mumble — 0207 21
MANDELL, Sydney — 0697 77
Manhattan College — R. Semple — 0453 54
MANLEY, Joan — 0016 19
March Advertising — Michael Fabian — 0329 ... 30
March Advertising — M. Fabian — 0139 .. rear cover
MARCUS, Stanley — 0144 ..... inside rear cover
MARGULIES, Francis D. 0036 13

Marian Helpers — J. Brophy — 0470 55
MARK, R. Barry — 0626 68
Mark/James, Inc. — E. Guzofsky — 0428 51
Mark/James — E. Guzofsky — 0623 68
Mark/James, Inc. — Elliot Guzofsky — 0219 21
Mkt Compilation & Resrch — F. Gosden — 0111 .. 19
Mkt Compilation & Resrch — S. Allen — 0100 ... 37
Mark. Commun. — A. Berliner — 0625 68
Mark. Develop. Corp. — R. Montgomery — 0478 . 56
Market Development — J. Nollman — 0195 18
Marketplace Publications — A. Spelbrink — 0755 .. 84
Marketing Assoc — L. Westheimer — 0039 20
Marketing Assoc — L. Westheimer — 0328 30
Marketing Crestyle — R. Goldman — 0381 43
Marketing Electronics — J. Radke — 0205 18
MARKMAN, Raymond — 0201 18
MARSHALL, G. James — 0604 67
MARKS, Michael — 0484 57
MARSH, Joseph — 0633 69
MARSHALL, G. James — 0701 77
MARSHALL, Walter — 0173 11
MARTIN, C. Virgil — 0002 7
Martin J. Simmons Adv. — R. T. Perrella — 0206 . 18
MARTIN, William — 0514&5 60
Marts, Lundy — M. Brewer — 0652 71
Mary Immaculate League — D. Burnet — 0466 ... 55
MaryKnoll Fathers — N. Rans — 0460 55
MaryKnoll Fathers — D. O'Callahan — 0461 55
Marymount Col. — H. Lowe — 0453 54
Mary of Puddin Hill — M. Lauderdale — 0135 ... 41
Mass Retail Merchndsr — C. Moodhe — 0037 ... 43
Mass Retail Merchndsr — M. Sternman — 0037 .. 43
Master Charge — D. Wilson — 0197 18
MATISES, Art — 72 MACW 6 C 8 35
Matises, Direct Mail Adv — A. Matises — 72 MACW . 35
MATTHEWS, John D., Esq. — 0441 52
MATTOON, Bruce P. — 0101 37
MAUCK, Fred — 0724 79
Maxwell C. Ross & Co. — Max Ross — 0214 ... 21
Maxwell Ross & Co. — Max Ross — 0244 33
Maxwell Sroge Co. — Robert Cherins — 0101 37
May Company — B. Bond — 0504 59
Maxwell Sroge — M. Sroge — 0694 77
MAY, Prof. Eleanor G. — 0009 7
MAY, Rev. John — 0465 55
MAY, Timothy — 0054 15
MAYER, Edward N., Jr. — 71 BOS 32 C2 & C9 ... 32
MAYER, Edward N., Jr. — 0172 11
MAYER, Edward N., Jr. — 0117 19
MAYER, N. Edward — 0625 68
MAYES, Stan — 0038 20
MAYO, Terry — 0143 ..... inside rear cover
MAYOR, Ross — 0765 84
MAZZANODITZH, Jack — 0687 76
McCAFFERTY, E.J. — 0532 61
McCaffrey & McCall — James Tommaney — 0052 . 15
McCall Corp. — A. Usher — 0396 47
McCall's Magazine — Henry Turner — 0051 15
McCann-Erickson, Inc. — David Hefter — 0196 ... 18
McCANN, William J. "Bill" — 0090 18
McCANN, William — 0196 18
McCOMB, James B. — 0005 7
McCOWAN, Francis — 0637 69
McCULLY, R. Paul — 0625 68
McCurdy & Co. — Herman E. Bulling — 0006 ... 7
McCurdy's — Herman E. Bulling — 0238 40
McCLUSKEY, Malcom — 0250 33
McDONALD, Ian D. — 0218 21
McDONALD, E. John — 0630 69
McDonald-Kane — G. Kane — 0488 57
McDonald-Kane — J. Kane — 0488 57
McGEE, Gale — 0544 61
McGIFFERT, David E. — 0160 1
McGOLDRICK, Tom — 0058 25
McGOVERN, Patrick J. — 0130 9
McGraw-Hill — J. Emery — 0513 60
McGraw-Hill — J. Emery — 0545 61
McGraw-Hill — A. Greer — 0394 47
McGraw-Hill — A. Greer — 0479 56
McGraw Hill — J. Luntz — 0675 75
McGraw-Hill — L. Mieckowski — 0481 53
McGraw-Hill — J. Murphy — 0524&5 61
McGraw Hill — Don Senter — 0322 39
McGraw Hill Pub. — M. Storz — 0712 78
McGraw Hill — Edmund Zazzara — 0322 39
McGraw Hill — J. Luntz — 0127 9
McINTYRE, John — 0513 60
McKAIG, Diane — 0535&6 61
McKAY, Bill — 0210 21
McKENNA, Thomas — 0196 18
McLANE, Jim — 0750 82
McLAUGHLIN, Frank — 0004 7
McLEAN, Ed — 0175 11
McLELLAN, A. Goldwin — 0646 71
McMAHON, Jack — 0439 52
McMAHON, John — 0585 66
McMURRAY, Preston — 0242 33
McMURRAY, V. Preston — 0452 54
McNAUGHTON, Lew — 0537&8 61
McNEIL, C.F. — 0649 71
McWILLIAMS, Dr. Paul A. — 0453 54
MECCHELLA, John — 0194 18
MEDIA CATALOG & CO-OPS
Anatomy Of The Catalog Producer — 0378 43
Adv. Maverick Knows How To Market — 0430 .. 51
Adv. Profitably to Todays Ins. Cons. — 0727 .. 79
Catalog Direct Mail — 0019 .... behind front cover
Catalogue Explosion In The 70's — 0210 ... 21
Club Recipes Make $ — 0687 76
Coin Seller Looks to Big DM Campaign — 0679 .. 74
Direct Mail — 0500 59
Direct Mail by Really Trying — 0622 68
DM Old-Timer Says So About Today — 0684 ... 76
DM Sells Propane as Auto Fuel — 0757 84
D.M. Tech. that Motivate — 0467 55
Fifty yrs. of Mainly Happy Returns — 0618 68
Fingerhut Mgt. Envisions New in DR-0670 74
Fish. Tackle Cat. Lures New Customers — 0414 . 49
Focus On Washington — 0392 47
Furniture Showroom Cat — 0385 43
Future Directions & Industry Trends — 0387 .. 43
How Discounting Changes A Company — 0386 . 43
How To Make Showroom Successful — 0382 .. 43
"How to Profit Without Even Trying" — 0728 .. 79
Insert in Insert is Concept Mailman — 0681 ... 74
Insurance DM Curbed — 0683 76
Magazine Co-op — 72 AYJH 34
Mail Techniques — 0391 47
Marketing To Merchandising Groups — 0381 ... 43
"Quo Vadis Consumerism" — 0725 79
"Regulators View Consumerism" — 0724 79
Sample Firm Expands — 0749 81
Self-help Programs Use DM — 0735 80
Selling Books By Mail Depends On Right Copy — 0431 51
Selling By Catalog Similar To DM — 0068 37
Seventeen Ways to inc. pull of DM — 0629 68
Shillito's Generates Sales With DM — 0419 ... 50
60 Great Ideas Every 60 Minutes — 0390 47
Strategic Approach to DM — 0621 68
Success in DM by Trying (II) — 0628 68
Successful Sales Promo — 0384 43
Underst. Obj. Role of DM Top Exec. — 0495 ... 58
U.S. Pencil Writes Success/DM — 0741 81
"Where Were you When I needed You" — 0726 . 79
Wraparound Cat. Cover Speeds Sales — 0429 .. 51
Yearend Review and Forecast — 0758 84
MEDIA-DIRECT MAIL
A Direct Marketing Fable — 72 MACW 6 C 8 ... 35
But That Was Years Ago — 0208 21
Changes In DR Communications — 0351 38
Company Formed To Monitor Mail — 0309 38
Consumerism An Opportunity — 0034 13
Contemp. Coll. is New Mag. Format — 0447 53
Cost Per Order Is Most Important — 0064 14
Current Trends — 0024 ..... behind front cover
Direct Mail Awards — 0231 40
DMers Need Credit Check Exchange — 0153 24
Direct Mail — How To Use It Profitably — 0287 .. 27
Direct Mail In A Small Market — 0179 11
D.M. is Taged Perpetual Motn. Mach. — 0445 53
Direct Mail Opportunities — 0230 40
DR Mags Offer Dual Market — 0755 84
DR Offers Low Cost Exposure — 0662 72
Everything To Know Consumer DM — 0243 33
Five Ways To Develop A DM Winner — 0245 33
Foreign Markets — 0155 24
How To Think About DM — 0014 ..... front cover
Les Suhler Address — 0404 49
Lists Spark New Time Magazine — 0661 73
Mailings Should Touch All Senses — 0026 13
Ms Mag. Builds Success By Sell Ideas — 0706 ... 80
New Opportunities On An Old Frontier — 0031 .. 13
Offer Order Mech Boost Response — 0014 12
Six Tools For Building Good Direct Mail — 0214 . 21
Six Tools Make Industrial DM — 0244 33
The Rules Let's Break Them — 0329 30
The Start Of A Magazine — 0398 47
Three R's of Direct Mail — 72 DMLA 6 C 3 35
Timing of Mailings Important — 0085 36
U.S. No. 1 Game fish Tack. Space Adv. — 0553 . 58
5 Ways to Develop a DM Winner — 0245 37
MEDIA-MAGAZINES
A Clog In The Machinery . . . — 72 DMCS 35
Applying Consumer Goods Mktg Circ — 0051 ... 15
Creating New Markets — 0057 15
Magazines Moving to Reader Service — 0292 .. 27
Magazine Promo & Fulfill — 0022 .... front cover
Magazine Tests DR Ad — 0022 12
Simple Life Theme of Mags — 0349 34
Use of Magazines For Direct Response — 0250 . 33
Why I Believe In Magazines — 72 DMCS 6 C 3 .. 35

MEDIA MISCELLANEOUS
Burnett Discusses Non-Mail DR — 0354 38
Communications — 0617 68
Consumer Video: — 72 EXPO ..... rear cover
Current State of Copywrights, Photcp. — 0672 . 75
Developing The Mktg. Plan — 0394 47
Future Newsletter, Special Media — 0675 75
Meaningful Mktg Info To Media Man — 0052 .. 15
Media Selection — 0078 23
Media Strat.: B and for Your Buck — 0716&7 ... 78
Microfilm Center — 0096 41
Mixing Media for DR Ads — 0071 37
Multi-Media — 0198 18
Multi-Media DM — 0016 ..... front cover
Multi-Media To Change Advertising — 0326 ... 21
Newsletter — Current State of Art — 0671 75
Newsletter, Information Revolution — 0674 ... 75
Rev. Change in Comm. Change Bus. — 0449 ... 53
Soundsheets Used for Selling — 0705 80
Story Of Riches Book — 0355 45
Sweepstakes For Publications — 0294 37

MEDIA TELEPHONE
Curtail WATS Under Fire — 0483 57

MEDIA-TV
Award Winning TV Commercials — 0235 40
CA. CATV Test Underway — 0400 48
Closed Cir. TV Linking up Cities — 0614 72
Elec. Mktg. With Phone/TV Now System — 0411 . 49
How Cable TV Will Change Marketing — 0219 .. 21
How To Buy Radio/Television Time — 0008 7
New Era of Video Marketing — 0623 68
Reaching Indus Audi Through TV — 0289 27
Simplicity Makes TV Ads Work Best — 0058 ... 25
TV Builds Lists For Record Seller — 0357 38
Television Clinic — 0501 59
TV Syndication/Media Aquisition 42
Two-Minute Spots Beat Short Ones — 0241 44
Unicaom Ad Dollars By Bulk Buys — 0299 30
Use of TV For Direct Response — 0248 33
MEEK, G. Peter — 0642 71
MELLINGER, Frederick — 0313 31
Mellon Bank — W. Milburn — 0539 69

Walt Fish, managing director, Ayer Direct (right) is shown accepting the Philadelphia Direct Mail Club's "Best of Show" Award for his firm's direct mail program for the U.S. Army. At left is Dan Guarnaccia, chairman of the club's annual "Benny" awards program. The awards banquet was held May 9th at Cherry Hill Inn, Cherry Hill, N.J.

Thalheim Exposition Exhibits — 0433 51
Ways To Sell — 0105 37
What The Media Is Doing About Consumerism — 0138 ..... inside rear cover
Working With Libraries — 0676 75
Your ISSN, What it Means to You — 0673 75

MEDIA NEWSPAPERS
Consumerism Brought Into Focus — 0499 59
DR Changes Insurance Industry — 0699 77
FTC Spokesman Wants Help from DM — 0688 .. 76
How To Budget For An Insert — 0079 23
How To Create An Insert — 0081 23
How To End Guess Newspaper Color Ad — 0237 . 40
Newspaper Reports Ad Response — 0731 80
The 400 Million dollar Controversy — 0633 69
Today and Tomor. in Ins. Mass Mar. — 0631 .. 69
The Future Of Newspapers — 0080 23
To Mail Or Not To Mail — 0077 23
Use Of Newspapers For DR — 0249 33
Using Newspaper Inserts — 0077 23

MEDIA-RADIO
How To Buy Radio/Television Time — 0008 7
Natural Voice Believable Radio — 0059 25
Radio Awards 1972 — 0232 40
Radio Clinic — 0507 59
Radio Great Way To Tell Story — 0059 . rear cover
Radio Growing Medium — 0226 26
Study Needed to Track Radio Cust. — 0685 ... 76
Use Of Radio For Direct Response — 0247 33

Menniger Found. — C. Mai — 0463 55
Menniger Found. — P. Menninger — 0590 66
MENNINGER, B. Philip — 0590 66
Menorah Center — I. Mnookin — 0584 66
Menorah Center — I. Mnoonkin — 0606 67
Merchandising Week — Aaron Neretin — 0444 ... 52
Mercury Mail — G. Voll — 0485 57
Meredith Corp. — Adolph Auerbacher — 0022 ... 12
Meredith Corp. — W. Ritche — 0520&1 50
Merkle Press — J. McIntyre — 0513 60
MERRIN, Ed — 0040 13
MERRIN, Edward — 0144 ..... inside rear cover
Merrin Jewels — Ed Merrin — 0040 13
MERTZ, E. Harold — 0426 51
MESSENGER, Robert — 0663 73
MESSNER, Fred — 0709 78
MESSNER, Fred — 0713&4 78
MESSNER, Fred — 0715 78
MESSNER, Fred — 0718 79
MESSNER, Fred — 0723 79
Methodist Found. — J. Marshall — 0701 77
Methodist Hospital — J. Marshall — 0604 67
Metro-Mail Ad. Co. — L. Aliano — 0458 55
Metro. Mail Advert. — J. Glasscott — 0478 56
Metromail — John A. Harris — 0195 18
MEYER, Francisco Bro. — 0460 55
MEYERING, John — 0364 37
MEYERS, F. Carl — 0522&3 61
MEYERS, H. John — 0593 66

MICHAELSON, Mike — 0754 83
Michelle Cather — M. O'Boyle — 0716&7 78
MICHEL, Charles — 0474 56
Microband Natl Sys — M. Foster — 0146 . rear cover
Microfilm & Info Center — C. Miles — 0096 41
Midwest Compuservice — Samuel Sato — 0205 .. 18
Mid. W. Print. Pl. Time — R. Fletcher — 0516&7 . 60
Midwest Radio Mktg Bureau — K. Andre — 0247 . 33
MIECKOWSKI, Leonard — 0481 53
MILBURN, G. William — 0539 61
MILES, Dr. Virginia — 0228 40
MILES, John W. — 0230 40
MILES, Charles — 0096 41
MILLER, Bruck — 0395 47
MILLER, J. Charles — 0498 59
MILLER, Charles J. — 0007 7
MILLER, Lt. Col. Andrew S. — 0450 54
MILLER, Richard — 0631 69
MILER, John R. — 0083 23
MILLER, Van — 0356 38
Milliman & Robertson — J. Jaffee — 0728 79
Milton Goldberg Assoc — M. Goldberg — 0006 .. 7
MINSKER, Eliot — 0130 9
MINSKER, Eliot — 0316 39
MINTON, David — 0168 1
Mitre Corp. — Victor Wenk — 0164 1
MMDM, L. Chait — 0049 41
MMDM — M. Rosenberg — 0694 77
MNOOKIN, I.J. — 0584 66
MNOOKIN, I.J. — 0606 67
MOGER, Donald — 0736 81
MONEY — Irene Sullivan — 0222 26
MONIODIS, J. George — 0599 67
MONTGEMERY, Robert — 0478 56
Montgomery Ward — C. D. Guttman — 0032 ... 13
Montgomery Ward — J. Lutz — 72 DMCC ... 37
Montgomery Ward — R. Abbott — 0005 7
Montgomery Ward — R. Cremer — 0197 18
Montgomery Ward — M. Holloway — 0545 61
MONSKY, Joel — 0413 49
MOODHE, Charles E. — 0037 43
MOONAN, Bob — 0490 57
MOONAN, J. Robert — 0518&9 60
MOORE, T. Truman — 0525&6 61
MORRILL, E. Norman — 1518&9 60
Morris Catritz Hosp. — D. Wheeler — 0594 67
MORSE, Marvin H. — 0160 1
MOSER, Edgar — 0343 36
Mother Earth News — John Shuttleworth — 0349 .. 34

MOYERS, George — 0068 37
Ms. Magazine — Pat Carbine — 0055 15
MS Mag. — Rita Cooper — 0397 47
Mss Information Corp. — 0512 59
Mss Info. Corp. — M. Strausberg — 0512 ... 59
Mt. Sinai Hosp. — J. Herman — 0587 66
MUCH, Carl — 0680 74
Multi-Media DM — 0694 77
Multi-Media DM — H. Drucker — 0326 21
Multi-Media DM — L. G. Chait — 0049 34
Multi-Mode, Inc. — Roger Abelscn — 0093 22
MURCHAKE, P. John — 0539 61
MURPHY, Bob — 0227 40
MURPHY, Dennis — 0091 22
MURPHY, Jack — 0524&5 61
MURPHY, Jerry — 0474 56
MURRAY, Tom — 0079 23
MURPHY, Rev. William — 0468 55
MUSGROVE, John — 0158 25
Mutual of Omaha — D. Sceals — 0632 69
Mutual of Omaha — R. Green — 0440 52

N

NAC Credit Corp. — W. Kapner — 0422 50
Names in News — J. Lake — 0474 56
Names Unlimited — Milton Smoliar — 0230 40
NASH, Graham — 0609 67
Nat. Assembly for Social Dev. — R. Cass — 0649 . 71
Natl. Assembly Social Policy — C. McNeil — 0649 . 71
National Cash Reg. — R. Ljungren — 0448 .. 53
Nat Halpern Co. — Jerry Friedman — 0381 43
Natl Assn Letter Carriers — J. Rademacher — 0165 . 1
National A/V Assn — K. Pattie — 0318 39
National Audubon Soc — J. Meyering — 0364 ... 45
National Bellas Hess Corp. — G. Moyers — 0068 . 37
National Bellas Hess Corp. R. Snear — 0068 37
NCR — Roy Ljungren — 0142 ..... inside rear cover
NCDC — George Holloway — 0143 ..... rear cover
NCOP — J. O'Brien — 0640 71
National Cong Analysis Corp — T. Fain — 0128 .. 9
National Institute of Edu — M. Tucker — 0320 ... 39
National Microfilm Assn — H. Ballou — 0130 ... 9
National Pallet Leasing — J. Strobel — 0163 1
Nat. Ser. Ind., AECO — S. Guthman — 0545 61
National Science Found — Dr. L. Burchinal — 0127 . 9
Nat. Travel Club — S. Shane — 0737 81
Nat'l Wildlife Fed — A. Brownridge — 0753 83
Nat. Wild. Fed. — J. Fauntleroy — 0550 58
Nation's Business — Philip A. Sweeney — 0327 .. 30

Nation's Business — W. Owen — 0552 58
NEAL, F. William — 0537&8 61
NEMENS, G. Jeffrey — 0442 52
Neodata, Ser., Ayam, Roger — 0481 53
NERETIN, Aaron — 0444 52
NESS, Frederick — 0641 71
NEUHOFF, Paul — 0685 76
NEWMAN, L. Bruce — 0647 71
News Clearinhse — H. Hudson — 0671 75
New Trier Township School System — J. Spatafora — 0442 52
Newsweek — W. Martin — 0514 60
N.Y.C. Hosp. — N. Goodwin — 0642 71
New Yorker — B. Gill — 0406 48
Nieman Marcus Store — S. Marcus — 0144 . rear cover
New Marketing Dimensions — Clay Patino — 0198 . 18
NYC Dir of Consumer Affairs — B. Furness — 0137 ..... rear cover
Newcomb Organizer — M. Sackheim — 0150 ... 24
Newsday — David Targe — 0333 31
Newspaper Enterprise Assn — G. Crisci — 0237 . 40
Newspaper Preprint Corp. — W. Fitzhugh — 0077 . 23
Nicholas/Ruth Enterprises — J. Perkins — 0200 .. 18
NICHOLSON, Ralph — 0545 61
NOLLMAN, Jay, Jr. — 0195 18
Northwestern U. — R. Brown — 0642 71
NRMA Awards — John Hicks — 0315 42
Nuns of Sacred Heart — F. Xavier — 0471 55

O

OBERHOLTZER, William — 0078 23

O'BRIEN, Dan — 0238 40
O'BRIEN, L. John — 0640 71
O'BOYLE, Mike — 0716&7 78
O'CALLAHAN, Dan — 0461 55
OEI Computer Ser. — A. Blumenfeld — 0636 ... 69
OEI Computer — A. Blumenfeld — 0743 82
OEI Computer — A. Blumenfeld — 0744 82
OEI Computer — A. Blumenfeld — 0745 82
OEI Computer — A. Blumenfeld — 0746 82
OEI Computer — A. Blumenfeld — 0747 82
O.E.M. Ltd — William Tanner — 0218 21
Off Consmr Affrs Wash — F. McLaughlin — 0004 . 7
O.F.M. Conv. — E. Holden — 0473 55
OGI International — Arthur Shaw — 0304 44
Ogilvy & Mather Inc. — Andrew Kershaw — 0208 . 21
Ogilvy & Mather Inc. — Barry Blau — 0116 19
Ogilvy & Mather Inc.—H. Bernhard — 0140 . rear cover
Ogilvy & Mather Inc. — Jack Hill — 0052 ... 15
Old American Ins. Co. — M. Baier — 0420 50
Old American Insur. — M. Baier — 0477 56
Old Equity Ins. — R. Hasse — 0631 69
OLDSTEIN, Jack — 0474 56
OLDSTEIN, Jack — 0756 84
O'LEARY, R. Donald — 0248 33
OLIVER, Dalley — 0098 23
Old Equity Life Ins. — R. Haase — 0206 18
Omaha Steaks Int. — F. Simon — 0032 13
Omaha Steaks Int. — F. Simon — 0111 19
Omaha Steaks — F. Simon — 0624 68
Omaha Steaks — F. Simon — 0634 69
Omega Press — James Lentz — 0083 23
O'NEIL, John — 0490 57
O'NEIL, Roger — 0493 58
OPTICAN, Donald — 0385 43
Oram Ass. — H. Goldstein — 0469 55
Orbachs — H. Leder — 0498 59
ORBEN, Bob — 0092 36
ORDANA, JoAnne — 0439 52
OSBORN, Tek — 0626 68
O'SHAUGHNESSY, Kathy — 0284 27
O'SHAUGHNESSY, Kathy — 0294 37
OTTERMAN, Lloyd — 0325 39
OUELLET, Andre — 0209 21
OWENS, John — 0485 57
OWEN, W. William — 0552 58
Oxford Insurance — 0613 72

P

PAGEAU, Fred — 0532 69
PALMER, Richard — 0197 18
PALUMBO, J. John — 0530&1 69
PARISI, M. Richard — 0057 15
PARKINSON, Hank — 0251 2
PARKINSON, Hank — 0252 2
PARKINSON, Hank — 0253 2
PASSAVANT, Pierre — 0085 36
PASSAVANT, Pierre — 0732 80
PASTORE, Rose — 0461 55
PATAFIO, Bob — 0491 57
PATAFIO, Don — 0488 57
PATAFIO, John — 0488 57
PATINO, Clay — 0198 18
PATTIE, Kenton — 0318 39
PATTILLO, M. Manning — 0643 61
Patton Boggs — Tim May — 0054 15
PATTON, Dick — 0202 18
PATTON, Richard J. — 0230 40
PATTULLO, Andrew — 0583 66

Paul Handwerk Assn. — P. Handwerk — 0481 ... 53
PELLEY, Don — 0024 ..... behind front cover
PEMBERTON, Jeffery — 0693 58
PENFIELD, Don — 0089 18
PENN, Roger — 0443 52
Pepperidge Farm MO Co. — J. Griggs II — 0027 . 22
PERETZ, Howard — 0742 81
Perf. Recog. Assoc. — B. Agnelli — 0146 . rear cover
PERKINS, James N. — 0200 18
PERLE, Gabriel — 0056 15
PERLIN, Albert B., Jr. — 0004 7
PERLO, Bruce — 0616 72
PERRELLA, Ronald T. — 0206 18
PETERSON, Esther — 0239 40
PETROVATO, Thomas — 0083 23
PEYSER, Jay — 0442 52
Pfaelzer Bro., Chic., Ill. — C. Hersheway — 0700 . 77
PFRIENDER, John — 0565 64
PHAIR, William A. — 0283 27
Philip F. Sheats Assoc. — P. Sheats — 0298 35
Physical Mutual — H. Hites — 0631 69
Physicians Mutual — H. Hites — 0064 14
Pitney Bowes — David Anderson — 0101 37
PLATT, Alex — 0321 39
Playboy Enterprises — J. Tosarello — 0272 26
Playboy Enterprises — Nelson Futch — 0057 ... 15
Plaza Hotel — J. Lavenson — 0441 52
Plywood Corp. — B. Perlo — 0616 72
Polk Co. — L. Quenon — 0478 56
POLLINGER, David H. — 0289 27
POLLACE, Paul — 0101 37
POLLACK, Bernard — 0297 27
Pomona Col. — W. Dunseth — 0597 67
PORZAK, Brian — 0623 68
POSEN, Mike — 0312 44
Postamat., Layfyt., Pa. — B. Goldner — 0659 ... 73
Potomac Hos., Wood., Vir. — W. Avery — 0591 .. 66
POWELSON, S. Richard — 0530&1 61
POWELL, R. Duke — 0493 58
POWELL, Henry — 0128 9
POWER, Gerald A. — 0041 22
POWERS, F. Willard — 0163 1
PREIS, William — 0611 72
PRENDERGAST, Jim — 0274 26
PRENDERGAST, James W. — 0331 30
PRENDERGAST, Jim — 0394 47
Prendergast Walsh Laventer, Inc. — J. Prendergast — 0274 26
Prendergast Walsh & Leventer — J. Prendergast — 0331 30
Prend., Walsh, Lev. — J. Prendergast — 0394 .. 47
PRESCOTT, Walter — 0479 56
Prescott Lists — W. Prescott — 0479 56
PRESTON, Thomas — 0288 27
PRICE, Marilyn — 0457 55
Price Wat. Co., N.Y. — M. Grant — 0676 ... 75
PRIDHAM, Ed — 0216 21
PRIESTER, Lee — 0389 47
Priester Pecans — L. Priester — 0389 47
Princeton Univ. — J. Steeg — 0459 55
Printronics Corp. — L. Yochim — 0330 30
Pro. Mark. Dis. — S. Rubenstein — 0666 73
Procter & Gamble Co. — James M. Smith — 0160 . 1
Procter & Gamble Co. — R. Bartlett — 0111 19
PRODUCTION
Artist Creates Ads In Country — 0207 42
How Macy's Uses Type As Art — 0060 25
Production & Distribution — 0083 23
Publishers Clearing House — L. Kislik — 0164 ... 1
Publishers Clearing House — M. Kaufman — 0100 . 37
Publishers C H — M. Kaufman — 0138 ... rear cover
Pub. Clearinghouse — M. Kaufmann — 0477 ... 56
Pub. Clearinghouse — L. Kisilk — 0535&6 ... 61
Publishers Clearing House — H. Mertz — 0426 ... 51
Pub., Ms. Mag. — P. Carbine — 0706 80
Push Pin Studios — M. Glaser — 0406 48
PUSKAS, Paul — 0358 45

Q

QUENON, Leonard — 0478 56

In between-sessions chat during DMAA's 14th Annual Circulation Symposium, held Feb. 7 in New York City, are (left to right): Margaret CLeary, circulation director, Ms. Magazine; Robert F. DeLay, president, DMAA; Patricia T. Carbine, editor-in-chief and publisher, Ms Magazine; and Harry C. Thompson, president, Magazine Networks, Inc.

R

RCA Music Services — A. Kayes — 0518&9 60
RCA Music Services — A Kayes — 0626 68
RCA Music — J. Ulmer — 0537&8 61
RADEMACHER, James — 0165 1
Radio Shack — I.F. Clark — 0210 21
RADKE, James E. — 0205 18
RADOSH, Ron — 0153 24
RADOSH, Ron — 0412 49
RANS, Rev. Norman — 0460 55
RANSOM, Stanley A. — 0442 52
Rapp, Collins, Stone & Adler — Bob Stone — 0066 . 15
Rap, Collins . . Adler — S. Blumenfeld — 0495 .. 58
R,C,S, & A — Con Karvonides — 0144 .. rear cover
R,C,S, & A — Jim Kobs — 0066 15
R,C,S, & A — J. Kobs — 0196 18
R,C,S, & A — J. Mecchella — 0194 18
R,C,S, & A — R. Jordan — 0881 23
R,C,S, & A — S. Blumenfeld — 0245 33
R,C,S, & A — S. Blumenfeld — 0245 37
R,C,S, & A — S. Rapp — 72 CDRS 35
R,C,S, & A — T. Collins — 0269 26
R,C,S, & A — W. Marshall — 0173 11
RAPP, Stanley — 72 CDRS 6 C 1 37
RAUSCHENBURG, Fred — 0065 14
RAWLINS, Benjamin A. — 0081 23
REBURN, John A. — 0160 1
REED, Richard E. — 0008 7
REICHBERG, David — 0198 18
REVILLE, Charles — 0132 9
REYNOLDS, Hugh — 0163 1
RCA Music Sales — James Balitsos — 0056 15
RCA Music Sales — James Balitsos — 0016 22
Readers Digest — Coleman W. Hoyt — 0163 ... 1
Reader's Digest — Don Ruehl — 0086 16
Reader's Digest — Robert A. Frankel — 0031 13
Readers Digest — R. Frankel — 0626 68
Redbook Magazine — Carlo Vittorini — 0110 19
Redbook — C. Bloom — 0703 77
REDMOND, Bob — 0397 47
Reed Tool Co. — B. Sherrill — 0559 62
Regis H.S. — Rev. J. Carney — 0454 54
REID, R. Thomas — 0653 71
Reiss Assoc. — R. Reiss — 0360 42
REISS, Robert — 0360 42
RESEARCH
Approaches & Tests — 0396 47
Direct Mail Testing — 72 CDRS 6 C 1 35
Eductional Research — 0322 39
Glamour Tests Dial-A-Fashion — 0087 16
How To Sell Blacks — 0048 14
Image Research For Retailers — 0009 7
Info Growth Business of 70's — 0148 .. rear cover
Market Research — 0325 39
Product Research — 0323 39
Researching The Political Campaign — 0253 ... 2
Target Mailing — 0100 37
Response Marketing Group — Mike Toms — 0243 . 33
Retail Decisions, Inc. — Stephen Thorpe — 0345 .. 34
Reuben H. Donnelley — K. Hudnall — 0286 27
Reuben H. Donnelley — R. Hanau — 0164 1
Revere Chemical Corp. — Ed Baker — 0352 38
Revere Chemical Corp. — Jack Siringer — 0352 .. 38
Revlon, Inc. — Noel Steinberger — 0078 23
R.H. Donnelley — James R. Ward — 0195 ... 18
R.H. Donnelley — J. Gomez — 0486 57
R.H. Donnelley — R. Hanau — 0418 50
R.H. Donnelley — R. Hanau — 0478 56
R.H. Macy & Co., Inc. — Daniel Chaucer — 0005 . 7
R.H. Macy Co. — Morris Rosenblum — 0060 ... 25

R.H. Macy Co. — Paul C. Cole — 0003 7
R.H. Macy Co. — Susan Couch — 0058 25
RHOADS, Geraldine — 0138 .... inside rear cover
RICE, Stevens — 0130 9
Rich's — John W. Miles — 0230 40
RICHARDS, Robert — 0547 61
RICHARDSON, A. Jack — 0594 66
RIES, Al — 0047 14
Ries Cappiello Cowell Inc. — Al Reis — 0047 14
RILEY, Robert H. — 0125 9
RING, John — 0310 31
RIOUX — Rev. J. Robert, C.S.C. — 0410 49
RISSELL, William — 0421 50
RISSELL, William — 0530&1 61
RITCHIE, W.E. — 0520&1 60
RITTER, Richard — 0468 55
R.L. Polk Co. — El Cathcart — 0195 18
ROACHE, Thomas A. — 0083 23
ROBBIN, Dr. Jonathan E. — 0053 15
Robert Silverman, Inc. — R. Silverman — 72 CMSI . 35
ROBERTSON, Alan — 0537&8 61
ROBINSON, Richard — 0323 39
ROBSON, Walt — 0440 52
ROCHE, Timothy — 0678 74
ROGERS, Lee — 0424 51
ROLL, Edgar A. — 72 DMLA 6 C 3 35
ROLL, Edgar A. — 0111 19
ROMAN, S. Hope — 0626 68
ROMAN, Murray — 0472 55
ROMAN, Murray — 0483 57
ROMNEY, W. George — 0653 71
ROOD, Neil — 0664 73
ROSE, J.L. — 0516&7 72
ROSENBERG, Murray — 0694 77
ROSENBLUM, Morris — 0060 25
ROSENBLUM, L. Morris — 0505 59
ROSETH, Louis — 0202 18
ROSETH, Lou — 0668 73
ROSS, Max — 0214 21
ROSS, Max — 0244 33
ROSS, Nat — 0025 ..... behind front cover
ROSS, Victor — 0174 11
ROSS, Nat — 0758 84
ROTERMUND, Beate — 0178 11
ROTH, Rex — 0533&4 61
ROTH, S. William — 0588 66
ROTH, S. William — 0603 67
Rouse Co. — Lawrence A. Traeger — 0234 ... 40
ROWAN, Robert B. — 0132 9
ROWE, Robert — 0447 53
ROWLAND, Dr. George A. — 0441 52
ROY, William — 0582 66
Rozay-Markus, Inc. — Paul Rozay — 0348 ... 34
ROZAY, Paul — 0348 34
R.R. Bowker Co. — Richard P. Zeldin — 0125 9
R.R. Bowker — E. Koltay — 0673 75
R.R. Donnelley — T. Roache — 0083 23
R.R. Donnelley — G. Dobbins — 0514 60
RUBENSTEIN, Sherman — 0666 73
RUBERRY, John — 0203 18
Ruder & Finn — W. Ruder — 0652 71
RUDER, William — 0652 71
RUDOMIN, Murray — 0625 68
RUEGE, Klaus — 0177 11
RUEHL, Don — 0086 16
RUSKIN, Ronald — 0227 40
RUSSELBURG, James — 0537&8 61
RUSSELL, Edward — 0111 19
Russell Dist. Co. — H. Russell — 0539 61
RUSSELL, W. Howard — 0539 61
RUSSO, Jerry — 0325 39
RYLANDER, Emory — 0740 81
R. Young Assoc. — R. Young — 0344 36

S

Sachs — S. Fogelson — 0498 59
SACKHEIM, Maxwell — 0139 ..... inside rear cover
SACKHEIM, Maxwell — 0150 24
Scared Heart Mis. — R. Courts — 0462 55
Salvation Army — Col. A.S. Miller — 0450 .....
SAMPSON, Paul — 0704 77
SANDERMAN, Marvin — 0201 18
SANDERS, Ralph W. — 0735 80
SARACCO, Jim — 0202 18
SASS, Anita — 0309 38
SASS, Martin — 0309 38
Satin Associates — S. Satin — 0623 68
SATIN, Joan — 0141 ..... inside rear cover
SATIN, Sheldon — 0146 ..... rear cover
SATIN, Sheldon — 0623 68
SATO, Samuel — 0205 18
SAUNDERS, Robert — 0605 67
Save the Child. Fed. — N. Garr — 0637 69
SCEALS, Don — 0632 69
SCHAFMEISTER, J. Vicent — 0598 67
Sched. Mail., Rock.C., N.Y. — M. Abbene — 0485 . 57
SCHEETZ, C. William — 0516&7 60
SCHEETZ, C. William — 0539 61
SCHEIN, Eliot — 0398 47
SCHER, Irving — 0004 7
SCHILIT, Barry — 0314 31
SCHILLO, Jerry — 0486 57
SCHNEIDER, J. Alden — 0525&6 61
SCHNEIDERMAN, Marvin — 0489 57
Scholastic Mag — R. Robinson — 0323 39
SCHOUMAN, Michael — 0454 54
SCHULTZ, Frank — 0624 68
SCHWARTZ, Eugene — 0067 36
SCHWARTZ, F. Richard — 0236 40
SCHWARTZ, J. John — 0591 66
SCHWARTZ, J. John — 0652 71
SCHWARTZ, Larry — 0306 42
SCHWARTZMAN, Dan — 0344 36
Science Group — J. Grupenhoff — 0587 66
Science Research Assoc — J. Russo — 0325 ... 39
Scientific Info Inst — Dr. E. Garfield — 0148 24
SDI — Roger Cavanagh — 0001 20
SEARFOSS, Gerard — 0460 55
Sears Roebuck — J. Bertrand — 0533&4 61
Seaview Dupli Corp. — D. Murphy — 0091 22
SEGALL, Maurice — 0170 11
SEIBERT, F.R. — 0524&5 51
SEITZ, George — 0681 74
SELDON, Philip — 0481 53
SEMPLE, F. Robert — 0453 54
SENTER, Don — 0322 39
Service Inst State Dept — J. Bostain — 72 DMLA . 35
Sey-Co Products — R. Kane — 0427 51
SHANE, Sheldon — 0737 81
SHANKER, Albert — 0319 39
SHAPIN, John — 0202 18
SHAPIRO, Jules — 0396 47
SHAPIRO, S.O. "Shap" — 0292 27
SHARP, Darwin — 0167 1
SHARPE, Timothy — 0081 23
SHARPE, Tim — 0138 ..... inside rear cover
SHARPE, Tim — 0296 42
Shaver & Co. — C. Shaver — 0469 55
SHAW, Arthur — 0304 44
Sheats Assoc. — P. Sheats — 0298 42
SHEATS, Philip F. — 0298 42
SHELDON, Joseph — 0110 19
Shell Canada — Ivan McQuarrie — 0210 21
SHEPARD, David — 0021 ..... behind front cover
SHEPPARD, Pete — 0210 21
SHERMAN, Jack — 0122 41
SHIPLEY, William — 0225 34
Shirey Ad. — O. Shirey — 0552 58
SHANNON, F. John — 0520&1 60
SHARP, Darwin — 0421 50
SHARP, E. Darwin — 0516&7 60
O'SHAUGHNESSY, Kathleen — 0395 47
SHAVER, W. Carl — 0469 55
SHERRILL, Bob — 0559 62
Shillito's Dept. Store — K. Henderson — 0419 .. 50
SHIREY, Orville — 0552 58
SHUTTLEWORTH, John — 0349 34
SIEGEL, Mike — 0741 81
SIEVER, Helen — 0553 58
SIGEL, Efrem — 0316 39
Sight & Sound Wedding — B. Pollack — 0297 ... 27
SILVERMAN, Robert — 72 CMSI 8 C 1 35
SIMON, Frederick J. — 0032 13
SIMON, Frederich J. — 0111 19
SIMON, J. Frederick — 0624 68
SIMON, J. Frederick — 0634 69
SIMONS, A. Henry — 0633 69
SIMON, Joe — 0207 42
Simpson-Sears — Ken Lane — 0210 21
Simpson-Sears — Pete Sheppard — 0210 21
Simp.-Sears, Ont. Can. — K. Lane — 0707 80
Singer Company — Robert J. Locher — 0003 ... 7
SINGER, Fred — 0078 23
SINGER, Malcolm — 0029 22
SIRINGER, Jack — 0352 38
SLATER, Fred — 0012 12
SLATER, Jack — 0766 84
SLAYTON, Lee — 0236 40
SLOAN, Al — 0686 76
SLOVER, Thomas — 0520&1 60
Smith-Greenland Adv. — J. Shapiro — 0396 47
SMITH, K. Howard — 0546 61
SMITH, James M. — 0160 1
SMITH, Paula — 0317 39
SMITH, Robin — 0634 69
SMITH, Siegmund — 0168 1
Smithsonian Inst. — H. Steele — 0457 55
SMOLIAR, Milt — 0230 40
SNEAR, Roy — 0068 37
Show Shrine — A. Burak — 0459 55
SNYDER, Ray — 0301 40
SOBEL, Lee — 0742 81
SOHMER, Steve — 0504 59
Sohmer Assn. — S. Sohmer — 0504 59
Solar Power Corp. — Dr. Elliot Berman — 0192 .. 25
Solar Power Corp. — Paul Truttschal — 0192 ... 25
Solar Power Corp. — Robert Willis — 0192 25
SOLSBURY, John L. — 0440 52
SOMMERKAMP, Frank M. — 0522&3 61
SOSKIN, David H. — 0056 15
S. Carlina Ed. TV — H. Cauthen — 0442 52
SOUTHARD, Alan — 0630 69
Sovereign Seat Cover — J. McDonald — 0630 ... 69
Space Control Corp. — Robert Gould — 0381 43
SPATAFORA, Jack B. — 0442 52
SPELBRINK, Al — 0755 84
SPENGLER, Walter — 0188 11
SPEZZANO, Vincent — 0138 .... inside rear cover
SPILKA, Charles — 0626 68
SPIRA, Fred — 0011 12
Spiratone, Inc. — Fred Spira — 0011 12

Posing for picture at the Direct Marketing Writers Club luncheon meeting held Feb. 14 are (left to right): Herb Ahrend, Ahrend Associates, Inc.; Robert Ewing, Van Nostrand Reinhold Co.; Joe Rickard, George Abrams Associates (DMWC president); and Bill Steiner, William Steiner Associates, Inc.

Sports Ill. — B. Barnett — 0633 69
Sports Liquidators — Lou Tager — 0414 49
SPRAGUE, Jeremy D. — 0052 15
SPRINGER, James — 0022 .... behind front cover
SROGE, Maxwell — 0695 77
Stagg, Dale & Archer — R. Dale — 0111 19
St. Agnes Hosp. — G. Moniodis — 0599 67
STAGG, Christopher — 0634 69
Stagg, Dale & Archer — C. Stagg — 0634 69
STAGG, Phyllis — 0633 69
STAHLMAN, Harold E. — 0105 37
Stand. Oil Co. — R. Gunness — 0650 71
STANTON, Roger — 0303 38
Stan Woodruff & Assoc. — Stan Woodruff — 0001 . 20
Stan Woodruff Assoc. — S. Woodruff — 0475 ... 56
Stan Woodruff Assoc. — S. Woodruff — 0474 ... 56
Stan Woodruff Inc. — Ralph Stevens — 0329 ... 30
STARK, S. Don — 0630 69
STECKEL, Robert — 0435 52
STEEG, Richard — 0394 47
STEEG, C. James — 0459 55
STEELE, Henry — 0457 55
STEELE, John — 0639 69
STEELE, Kenneth — 0588 66
STEELE, R. Kenneth — 0597 67
STEINBERGER, Noel — 0078 23
STERLACE, Dick — 0708 80
Stern Bros. — J. Frede — 0499 59
STERNMAN, Maurice — 0387 43
STERNS, Frederick — 0625 68
STEVENS. Ralph — 0329 30
STEWART, Bob — 0395 47
STEWART, Paul — 0568 64
St. Francis Hospital — John Ruberry — 0203 18
St. Francis Hospital — P. McMurray — 0242 33
STIELLY, Bill — 0613 72
St. John Asscs. — K. Fishback — 0489 57
St. John Hosp. — R. Saunders — 0605 67
St. Louis Jewish Hosp. — B. Janes — 0589 66
St. Mary's Hosp. — R. Nash — 0609 67
STONE, Bob — 0066 15
STOCK, S. Edgar — 0532 61
STORZ, Mel. — 0712 78
STRASSER, Richard — 0456 54
STROBEL, John J. — 0163 1
STRONHSAHL, Joeseph — 0757 84
Stutson Ltd. — W. Becker — 0630 69
St. Vincent's Hosp. — J. Dolan — 0600 67
St. Vin. Med. Found. — J. Bryan — 0595 67
Suburban Broadcast — D. Polinger — 0289 27
SUHLER, Les — 0404 49
SUHLER, John — 0633 69
SULLIVAN, Irene — 0222 26
SULLIVAN, J. William — 0524&5 61
SULLIVAN, J. William — 0543 61
Sunset House — T. Klein — 0477 56
Sunset House — T. Klein — 0632 69
Superbox Inc. — D. Moger — 0736 81
SURKOWSKI, Paul — 0149 24
SUSLOCK, J. Norman — 0493 58
SUTTON, Kelso — 0104 37
SWEENEY, Philip A. — 0327 30
SYMBOL, James — 0537&8 61
Symphonette — J. Day — 0056 15

T

Tabloid Shippers, Inc. — John R. Miller — 0083 .. 23
TAGER, Lou — 0414 49
TAGGERT, Charles — 0688 76
TALLMAN, Ben — 0069 37
TALLMAN, Ben — 0076 15
Tampa Service Center — F. Lynch — 0542 61
TANNER, William — 0218 21
TANSWELL, Malcolm — 0221 44
TARGE, David — 0333 31
TARPEY, John D. — 0533&4 61
TARTER, Fred — 0198 18
TARTER, Fred — 0299 42
Tax Giving — C. Teitell — 0459 55
TAYLOR, Milton — 0144 ..... inside rear cover
TAYLOR, Terry — 0482 53
TEITELL, Conrad — 0459 55
Telco Corp., Chi. Ill. — B. Ackerman — 0452 54
Telecom. Council — G. Hall — 0442 52
Tele-Com Industries — John Musgrove — 0158 .. 25
Telecom. Mgmt. Corp. — H. Dordick — 0441 ... 52
Telephone Users — M. Roman — 0483 57
Tele Systems, Inc. — G. Power — 0041 22
Television Bureau — D. O'Leary — 0248 33
Television Bureau — T. McGoldrick — 0058 25
TERRY, Brewster — 0452 54
TESTA, Oren — 0164 1
Thalheim Exposition Mgmt. Corp. — J. Thalheim — 0433 52
THALHEIM, Jay — 0433 52
The DR Group — C. Sterns — 0625 68
The Patio — E. Hoffman — 0667 73
THERIAULT, Arthur J. — 0528&9 61
ThetaCom — M. Carpenter — 0146 ..... rear cover
Theta Com. — M. Carpenter — 0623 68
THOMAJAN, P.K. — 0026 13
Thomas P. Mahoney Assoc — P. Doebler — 0126 . 9
THOMPSON, John P. — 0444 52
THORNTON, Peter — 0749 81
THORPE, Stephen — 0345 34
THORPE, Stephen B. — 0237 40
THORPE, Steven B. — 0502 59
THREATTLE, Bruce — 0456 54
Throckmorton/Satin Associates — Joan Satin — 0141 ..... inside rear cover
Throckmartin/Satin Associates — Sheldon Satin — 0146 ..... inside rear cover
THRUSH, June R. — 0008 7
Time, Inc. — Austin O. Furst, Jr. — 0053 15
Time, Inc. — Bob Fisher — 0141 ... inside rear cover
Time Inc. — R. Fisler — 0618 68
Time, Inc. — Gabriel Perle — 0056 15
Time, Inc. — Joseph L. Malone — 0036 13
Time, Inc. — Kelso Sutton — 0104 37
Time Inc. — J. Steele — 0639 69
Time Inc. — P. Stewart — 0568 64
Times Inf. — J. Pemberton — 0693 76
Time-Life Books — Joan Manley — 0116 19
Time Life Books, N.Y. — J. Conova — 0677 74
Time-Life — John L. Canova — 0100 37
Time Mag. — M. Early — 0661 73
Time Marketing — Seth Bidwell — 0156 25
TITENS, Sherman Jay — 0130 9
TLK Marketing — Fred Singer — 0078 23
TLK Direct Marketing — Timothy Sharpe — 0081 .. 23
TLK DM — Tim Sharpe — 0296 42
TLK DM — T. Sharpe — 0138 ..... rear cover
Tog Shop — E. Rylander — 0470 81
TOLLER, Margrith — 0638 69
TOLLERIS, Ralph — 0044 14
TOLMAN, Ruth — 0506 59
TOMMANEY, James — 0052 15
TOMS, Mike — 0243 33
TONER, Karl R., Jr. — 0101 37
TORELLA, John A. — 0238 40
TOSARELLO, John — 0272 26
TOWNSEND, Paul B. — 0285 27
TRACHTENBERG, Norman — 0036 13
TRAEGER, Lawrence A. — 0234 40
Transco Direct Marketing — Mel Hart — 0204 18
Transco DM — W. Friedman — 0203 18
TRENBETH, Richard — 0203 18
TRENGA, Anthony — 0164 1
TRENGA, J. Anthony — 0518&9 60
Triangle Circ. Co. — P. Jacobs — 0514 60
Triangle Serv. — K. Armstrong — 0626 68
Trinity Mission — E. Dill — 0457 55
TROY, W. Theo — 0451 54
TROY, Theodore — 0514 60
TRUTTSCHAL, Paul — 0192 25
TRW Los Angeles — Alan Goodman — 0197 18
TUCKER, Marc — 0320 39
Tulane Univ. — A. Wetzel — 0652 71
TULLY, Marcus II — 0006 7
TURNER, Henry — 0051 15
TURNER, James S. — 0033 13
TWAIN Associates — Paul Pollace — 0101 ... 37
Tyme Letter Shop — E. Abrams — 0491 57
Tymshare Inc. — Max Beere — 0131 9

U

UHLAND, Edward — 0399 48
ULMER, John — 0537&8 61
ULSAKER, Carl C. — 0542 61
UNDER 25-Dalley Oliver — 0098 23
UNICEF — L. Bailey — 0702 77
Uni-Mail — David Avrick — 0198 18
Union Carbide Corp. — John Ring — 0310 ... 31
Union Fidelity — H. Dozor — 0699 77
United Adv. Distributors — Aaron Kessler — 0134 . 41
United Business Comm — B. Liepold — 0095 22
United Business Comm — V. Ward — 0095 22
United Fed Teachers — A. Shanker — 0319 39
United States Env Co. — J. Reburn — 0160 1
United Technical Pub — E. Crowell — 0193 26
Unitog Canada — Ed Pridham — 0216 21
Unity Buying Service — Paul Capp — 0347 42
Universal Comm — Fred Tarter — 0198 . 18
Universal Comm — Fred Tarter — 0299 42
Universal Comm — M. B. Cagan — 0241 44
Univ. of Detroit — M. Schouman — 0454 54
U. of Illinois — R. Mayor — 0765 84
U. of N. Dakota — F. Kelly — 0596 66
University of Pittsburgh — D. Comstock — 0442 .. 52
Univ. of Rochester — M. Pattillo — 0643 71
UNICOM — Ralph Devanna — 0299 42
University Microfilms — Robert Asleson — 0126 .. 9
University Microfilms — Stevens Rice — 0130 ... 9
University Of Conn — Dr. Fetterman — 0004 7
University Of Virginia — Prof. E. May — 0009 ... 7
Urban Data Processing — M. Eveleth — 0084 ... 16
U.S. Dept. of HEW — C. Weinberger — 0640 71
USHER, Ann — 0396 47
U.S. Army Infantry School — Major Baker — 0443 .52
U.S. Dept. HEW — V. Knauer — 0626 68
U.S. House of Rep. — J. Handly — 0548 ... 59
U.S. House of Rep. — L. Van Deerlin — 0473 55
U.S. Institute of Mktg. — R. Steckel — 0435 52
U.S. Monitor Service — Anita Sass — 0309 38
U.S. Monitor Service — Martin Sass — 0309 38
U.S. News — J. Godman — 0561 63
U.S. Pencil Sta Co. — H. Levenberg — 0105 44
U.S. Postal Service — 0542 61
U.S. Postal Service — Anthony Trenga — 0164 ... 1
U.S. Postal Service — A. Trenga — 0518&9 60
U.S. Postal Service — Arthur Eden — 0160 1
U.S. Postal Service — A. Schneider — 0525&6 .. 61
U.S. Postal Service — B. Bailar — 0545 61
U.S.P.S. — B. Dunlap — 0145 ..... rear cover
U.S. Postal Service — B. Knowles — 0537&8 ... 61
U.S.P.S. — B. Jordan — 0145 ..... rear cover
U.S. Postal Service — B. Threatte — 0456 54
U.S. Postal Service — C. Duttweiler — 0528&9 .. 61
U.S. Postal Service — C. Gels — 0541 61
U.S. Postal Service — C. Langmaack — 0539 ... 61
U.S. Postal Service — C. Myers — 0522&3 61
U.S. Postal Service — D. Fischer — 0539 61
U.S. Postal Service — Darwin Sharp — 0167 1

U.S. Postal Service — D. Brown — 0545 61
U.S. Postal Service — D. Sharp — 0421 50
U.S. Postal Service — D. Sharp — 0516&7 60
U.S. Postal Service — D. York — 0456 54
U.S. Postal Service — Edgar A. Brower — 0163 ... 1
U.S. Postal Service — E. Brower — 0524&5 60
U.S. Postal Service — E. Dorsey — 0525&6 61
U.S. Postal Service — E. Dorsey — 0545 61
U.S. Postal Service — E. Jacobson — 0533&4 ... 61
U.S. Postal Service — E. Klassen — 0513 60
U.S. Postal Service — E. Klassen — 0545 61
U.S. Postal Service — E. McCafferty — 0532 61
U.S. Postal Service — E.T. "Ted" Klassen — 0169 . 1
U.S. Post Office — E. Stock — 0532 61
U.S. Postal Service — E. Walker — 0532 61
U.S. Postal Service — F. Biglin — 0539 61
U.S.P.S. — F. DelVecchio — 0082 23
U.S. Postal Service — F. Seibert — 0524&5 61
U.S. Postal Service — F. Sommerkamp — 0522&3 . 61
U.S. Postal Service — F. York — 0528&9 61
U.S. Senate — G. Romney — 0653 71
U.S. Senate — G. McGee — 0544 61
U.S. Postal Service — H. Roman — 0626 68
U.S. Postal Service — Irving Chaflin — 0151 36
U.S. Postal Service — J. Jones — 0524&5 61
U.S. Postal Service — J. Jones — 0532 61
U.S. Postal Service — Joseph Hegarty — 0105 ... 37
U.S. Postal Service — Joseph F. Jones — 0163 ... 1
U.S. Postal Service — J. Russelburg — 0537&8 .. 61
U.S. Postal Service — J. Symbol — 0537&8 61
U.S. Postal Service — J. Tarpey — 0533&4 61
U.S. Postal Service — J. Verhein — 0528&9 61
U.S. Postal Service — J. Larsen — 0520&1 60
U.S. Postal Service — J. Loukotka — 0518&9 ... 60
U.S. Postal Service — J. Wargo — 0699 77
U.S. Postal Service — J. Zeit — 0699 77
U.S. Postal Service — L. McNaughton — 0537&8 .. 61
U.S. Postal Service — M. Comarow — 0545 61
U.S. Postal Service — Martin H. Morse — 0160 ... 1
U.S. Postal Service — M. Bryant — 0520&1 60
U.S. Postal Service — Mort Hankin — 0118 23
U.S. Postal Service — M. Holloway — 0545 61
U.S. Postal Service — M. Woolfson — 0522&3 .. 61
U.S. Postal Service — R. Strasser — 0456 54
U.S. Postal Service — R. Yattau — 0518&9 60
U.S. Postal Service — P. DiChiarante — 0532 ... 61
U.S. Postal Service — P. Dolan — 0516&7 60
U.S. Postal Service — R.A. Barton — 0451 54
U.S. Postal Service — R. Carson — 0539 61
U.S. Postal Service — R. Fisher — 0514 60
U.S. Postal Service — R. Jordan — 0518&9 60
U.S. Postal Service — R. Nicholson — 0545 61
U.S. Postal Service — R. Penn — 0443 52
U.S. Postal Service — R. Powelson — 0530&1 ... 61
U.S. Postal Service — Stuart Winston — 0160 ... 1
U.S. Postal Service — S. Wisneski — 0520&1 ... 61
U.S. Postal Service — T. Troy — 0514 60
U.S. Postal Service — T. Donohue — 0402 48
U.S. Postal Service — T. Moore — 0525&6 61
U.S. Postal Service — T. Chadwick — 0535&6 ... 61
U.S. Postal Service — T. Troy — 0451 54
U.S.P.S. — T. W. Chadwick — 0161 1
U.S. Postal Service — Thomas Griffin — 0206 18
U.S. Postal Service — W. Bolger — 0540 61
U.S. Postal Service — W. Bolger — 0525&6 60
U.S. Postal Service — W. Neal — 0537&8 61
U.S. Postal Service — W. Rissell — 0421 50
U.S. Postal Service — W. Rissel — 0530&1 61
U.S. Postal Service — W. Sullivan — 0524&5 61
U.S. Postal Service — W. Sullivan — 0543 61
U.S. Postal Service — W. Cotter — 0533&4 61
U.S. Postal Service — W. Weber — 0332 42
U.S. Postal Service — William D. Dunlap — 0161 .. 1
U.S. Postal Service — W. Dunlap — 0421 50
U.S. Senate P.O. & Civil Service Committee — D. Minton — 0168 1
U.S. Steel — R. McCully — 0625 68
United Way — B. Ewing — 0651 71
Utica Mutual — J. Schillo — 0486 57

V

VAINISI, Kenneth — 0195 18
Valley Hospital — H. Lione — 0471 55
VANACORE, Fred — 0028 22
VAN DEERLIN, Lionel — 0473 55
VAN HARKEN, Richard — 0281 27
Van Nostran Reinhold Co. — R. Ewing — 0073 ... 15
Van Nostrand Reinhold Co. — R. Ewing — 0277 .. 27
Van Nostrand Reinhold Co. — R. Ewing — 0073 ..... rear cover
VENEZIAN, Angelo R. — 0054 15
VENEZIAN, R. Angelo — 0530&1 61
Venezian Inc. — A. Venezian — 0530&1 61
VERHEIN, Jim — 0528&9 61
VERNON, Bill — 0312 44
Vernons Organization — John Kennerly — 0338 ... 34
Veterans Admin. — M. Dillon — 0443 52
VEYSEY, Charles — 0002 7
Videa 1000 — R. deHavilland — 0146 .... rear cover
Vintage Magazine — P. Seldon — 0481 53
VITA, William J. — 0466 55
VITTORINI, Carlo — 0110 19
V.J. Giesler Co. — Joseph Gartner — 0196 18
VOGT, Peter — 0237 40
VOLL, Gene — 0485 57
VOMACK, William — 0556 62
VOS, Frank — 0014 12
VOS, Frank — 0014 ..... behind front cover
VOS, Frank — 0196 18

W

WALDMAN, Saul — 0439 52
WALKER, Edward — 0532 61
WALLACE, Celia K. — 0619 60
WALTHER, William — 0132 9
Walter J. Black — T. M. Black — 0032 13
Walter Weintz Assoc — W. Weintz — 0269 ... 26
WARD, James R. — 0195 18
WARD, Ron — 0013 12
WARD, Vincent — 0095 22
WARDLEY, Alfred G. — 0599 67
WARDLEY, Alfred G. — 0601 67
Ward's Natural Science — W.C. Gamble — 0063 .. 14
WARGO, John — 0669 74
Warner Bicking & Fenwick — J. Warner — 0334 . 32
Warner Bicking & Fenwick — J. Warner — 0142 ..... rear cover
WARNER, Jack — 0142 ..... inside rear cover
WARNER, John — 0334 32
W.A. Storing — George Weidman — 0295 ... 27
Washington Hospital — B. Terry — 0452 54
Washington Star — J. Marsh — 0633 69
WASHBURN, William Van N. — 0607 67
Watson Mailing — Harold E. Stahlman — 0105 ... 37
WATTS, Charles — 0558 62
W.B. Saunders Co. — Robert B. Roawn — 0132 .. 9
WDBN Radio — Manny Eisner — 0226 26
Weather Trends, Inc. — Barry Schilit — 0314 31
WEBER, William — 0332 42
Web Graphics, Dal., Tex. — J. Levinson — 0683 . 76
WEIDMAN, George — 0295 27
Weil, Gotshal & Manges — Irving Scher — 0004 .. 7
WEINBERG, Morris — 0197 18
WEINBERGER, Casper — 0640 71
WEINTZ, Walter — 0269 26
WEISS, Jerry — 0043 13
WEISS, Joel — 0486 57
WENK, Victor — 0164 1
WERE Radio — P. Neuhoff — 0685 76
WESSEL, Robert M. — 0340 36
West Bend, Dart Indust. L.A., Cal. — N. Rood —0664 73
West Coast Rtlr. Open 44 Cat. Shrms — 0666 ... 73
Westeel-Rosco Canada — Bill Cairns — 0216 21
Westgate Graphic Design — Richard Long — 0196 . 18
WESTHEIMER, Louis — 0039 20
WESTHEIMER, Louis — 0328 30
WETZEL, Albert — 0652 71
WHEELER, Dorothy — 0594 66
WHERRY, Ken — 0624 68
W.K. Kellog — A. Pattullo — 0583 66
WHITE, E.G. — 0166 1
WHITE, Robert — 0614 72
WHITE, Samuel — 0050 15
Whitney Comm. — B. Miller — 0395 47
WHITTING, William B. — 0524&5 61
Williams Energy Co. — J. Stronsahl — 0757 84
WILLIAMS, Roger — 0216 21
Williams & Wilkins Co. — Charles Reville — 0132 . 9
WILLE, R. Warren — 0439 52
WILLIS, Robert — 0192 25
WILSON, Donald — 0197 18
WINCOUP, Warren — 0276 36
WINSTON, Stuart — 0160 1
WISNESKI, Stan. — 0520&1 60
Wm. North Jayme — S. Maltin — 0634 69
WOLF, Florence R. — 0194 18
WOOLFSON, L. Mark — 0522&3 61
WOODRUFF, Stan — 0001 20
WOODRUFF, Stan — 0474 56
WOODRUFF, Stan — 0475 56
Woman's Day Mag — G. Rhoads — 0138 . rear cover
Woman's Day Mag — J. Sheldon — 0110 19
Woodwards Stores — I. MacLeod — 0210 21
World Mag — N. Cousins — 72 DMCS 35
World Neighbr. — R. Sanders — 0735 80
World Trade Info Center — B. Bloom — 0307 ... 30
World Wide Mar. — H. Gelb — 0490 57
Writer — John Grosley — 0387 43
Wunderman Ricotta & Kline — J. Howard — 0081 . 23
Wunderman Ricotta & Kline — T. Knowlton — 0110 . 19
WUNROW, Barbara — 0528&9 61
WWMM Radio — T. Osborn — 0626 68

X

XAVIER, Sis. Francis — 0471 55
Xerox Ed. Services — A. Kennan — 0630 69
Xerox Fam. Ser. — P. Passovant — 0732 80
Xerox — M. Gross — 0562 63

Y

YANKOSKI, John — 0560 63
YATTAU, Robert H. — 0518&9 60
Yeck Brothers Company — John Yeck — 0109 ... 19
Yeck Brothers Group — John Yeck — 0308 31
Yeck Bro. Co. — 0625 68
YECK, John D. — 0625 68
YECK, John — 0109 19
YECK, John — 0308 31
YEOWELL, Brian M. — 0631 69
YERKES, Thomas M. — 0539 61
YOCHIM, Leo — 0330 30
Yolton Adv. — G. Yolton — 0552 58
YOLTON, Guy L. — 0552 58
YORK, D.H. — 0456 54
YORK, Fred — 0528&9 61
YOUNG, Robert — 0344 36
Young & Rubicam — Dr. Virginia Miles — 0228 ... 40
YOUNG, Al — 0691 76
Youthway Corp. — S. Kahn — 0511 ..... 58&9

Z

ZAHKA, George — 0145 ..... inside rear cover
ZAZZARA, Edmund — 0322 39
ZEIT, Karl — 0669 74
ZELDIN, Richard P. — 0125 9
Zeller & Lettica Inc. — Helen Letica — 0327 30
Ziff-Davis Co. — T. Suhler — 0633 69
ZIMMERMAN, Caroline — 0271 26
Zippo, Inc. — E. Kocherperger — 0557 62
ZNIDERSIC, Martin — 0179 11
ZURKOWSKI, Paul — 0131 9
ZURKOWSKI, Paul — 0149 9
ZURKOWSKI, G. Paul — 0674 75